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DEPARTMENT OF TOURISM AND INFORMATION

AN ANALYSIS OF THE
TRAVEL HABITS AND EXPENDITURES
OF METROPOLITAN TORONTO HOUSEHOLDS
FROM APRIL 1964 TO APRIL 1965

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REPORT NO. 5

AN ANALYSIS OF THE
TRAVEL HABITS AND EXPENDITURES
OF METROPOLITAN TORONTO HOUSEHOLDS
APRIL 1964 TO APRIL 1965

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ONTARIO DEPARTMENT OF TOURISM AND INFORMATION
March, 1966



Prefix

A SUMMARY OF SELECTED TRAVEL CHARACTERISTICS
OF TRIPS ORIGINATING IN
METROPOLITAN TORONTO HOUSEHOLDS
APRIL 1964 TO APRIL 1965


<u>Purpose of Trip</u>	<u>No. of Trips</u>
Business	1,443,105
Personal, family, and friends' affairs	2,733,282
Outdoor activities and recreation	1,969,418
Other	493,653
<hr/>	
Total Number of Trips	6,639,458

<u>Destination of Trip</u>	
Ontario	5,975,779
Rest of Canada	255,931
U.S.A.	356,238
Europe	27,100
Caribbean and Latin America	20,474
Far East and Middle East	3,936
<hr/>	
Total Number of Trips	6,639,458

<u>Size of Party</u>	<u>Non-Business Trips</u>	<u>Business Trips</u>
Did not state	2.6%	2.8%
1 person	9.5	71.0
2 persons	25.2	14.6
3 persons	16.6	4.0
4 persons	21.8	3.5
5 or more persons	24.3	4.1
	<hr/> 100.0%	<hr/> 100.0%

<u>Duration of Trip</u>		
1 day or less	60.0%	60.6%
1 night	11.0	10.2
2 to 3 nights	18.0	14.1
4 to 9 nights	5.5	12.0
10 or more nights	4.6	2.8
Did not state	0.9	0.3
	<hr/> 100.0%	<hr/> 100.0%

<u>Means of Transportation</u>		
Automobile	94.25%	79.90%
Bus	2.50	1.95
Air Carrier	1.95	17.00
Railway	1.80	2.78
Other	1.55	2.68
Did not state	1.28	1.00
	<hr/> 103.26%	<hr/> 105.31%



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Summary of Selected Characteristics - continued

	Non- <u>Business Trip</u>	<u>Business Trip</u>
Average Expenditure per Trip	\$40.51	\$70.09
Average Expenditure per trip, per person, per day	\$5.51	\$21.90
Average number of persons on trip	3.5	1.6
Average number of days on trip	2.1	2.0
	<hr/>	
Average number of trips per household	All Trips -12.34-	
Average distance travelled by passenger car parties per trip	243 miles (approx)	
Average Annual Expenditure on travel per family in Metropolitan Toronto	\$500	(approx)
(Direct disbursements on trips only, amortization of cars, boats, cottages and similar items are not included.)		
Average Annual Income per family in Metropolitan Toronto (1964)	\$7,000	(approx)
Travel Expenditure (direct disbursements only) in per cent of Average Annual Family Income	7.14%	

S U M M A R Y

Average annual number of trips per household in Metropolitan Toronto in 1964, was 12.3 -

Estimated number of trips by Metropolitan Toronto households in 1964, was well over six million.

Ninety per cent of all trips from Metropolitan Toronto were directed to Ontario, but only 45.4 per cent of the total expenditure on travel by respondents in Metropolitan Toronto was spent in Ontario. (See Graph No. 1)

Corresponding percentages for other areas are:

Canada (outside of Ontario)

3.85 per cent of number of trips

17.51 per cent of money spent

U.S.A.

5.37 per cent of number of trips

20.76 per cent of money spent

Europe

0.41 per cent of number of trips

10.82 per cent of money spent

Caribbean and Latin America

0.31 per cent of number of trips

3.96 per cent of money spent

Travel Expenditure

Graph No. 2 shows travel expenditure of Metropolitan Toronto households by area and destination, by seasons.

Total expenditure per season was as follows:

<u>Period</u>	<u>Expenditure</u>	<u>Per Cent</u>
April-June 1964	\$ 52.3 million	19.4
July-September 1964	105.9 "	39.3
October-December 1964	41.5 "	15.4
February-April 1965	69.9 "	25.9
	\$ 269.6 "	100.0

As already stated, the total expenditure in Ontario amounted to 45.4 per cent throughout the entire year. This proportion is higher in summer, amounting to 56.1 per cent of the total summer expenditure. In winter, the percentage of Ontario travel expenditure is very small, amounting to only 14.5 per cent of the total winter expenditure.

The remaining 85.5 per cent of winter travel expenditure is distributed as follows:

Canada (outside Ontario)	19.3%
U. S. A.	32.8%
Europe	22.1%
Caribbean	5.2%
Far East	6.1%

In comparing business and non-business trips, the following was found:

	<u>Business Trips</u>	<u>Non- Business Trips</u>
No. of trips	21.74%	78.26%
Travel expenditure	34.99%	65.01%

Travel Expenditure - continued

Business trips are therefore considerably more expensive than non-business trips.

Expenditure on Passenger Cars

Elaborate calculations revealed the following data:

1. The total annual cost allocated to personal trips with passenger car amounted to approximately \$203 per passenger car registered in Metropolitan Toronto.
2. Metropolitan Toronto households spent approximately \$110 millions for passenger car expenditures on personal trips.
3. If business trips are added to personal trips, the above figures are as follows:

- \$268.80 per passenger car
registered in Metropolitan
Toronto
 - \$145.7 millions for all passenger
cars in Metropolitan
Toronto
-

Travel Expenditure

(1) Average expenditure by destination area -

	<u>Per Trip</u>
Ontario	\$ 20.09
Canada (outside Ontario)	159.54
U.S.A.	148.24
Europe	1,010.00
Caribbean and Latin America	580.70
Far East	1,484.00

(2) Comparative average expenditure for non-business and business trips -

	Spring	Summer	Fall	Winter	All Seasons
Non-business trips	\$27.70	\$55.30	\$20.90	\$59.50	\$40.51
Business trips	56.10	36.90	59.00	138.00	70.09
All trips	\$34.40	52.53	29.81	83.01	46.94

(3) Expenditure per trip when it is part of annual vacation -

	Spring	Summer	Fall	Winter	All Seasons
Trip part of annual vacation -	\$159.10	\$127.60	\$82.90	\$539.50	\$158.13
Trip not part of annual vacation -	25.90	23.00	27.60	51.00	29.76
All seasons	\$33.63	\$52.02	\$30.73	\$81.23	\$46.48

Thirteen per cent, (or 864,587) of all trips were those which were part of the annual vacation. On these trips \$136.7 millions were spent, or 44.3 per cent of all travel expenditure.

(4) Travel expenditure by category -

Category	<u>Per Cent of Total Expenditure</u>	
	Non-business Trips	Business Trips
Travel fares	19.83%	28.90%
Car expenses	18.67	13.48
Lodgings	12.65	20.97
Meals	10.53	16.67
Household supplies	12.80	.45
Per cent of Total Expenditure	74.48%	80.47%

Primary Reason for Travelling

(a) Non-Business Trips

It was found that the primary reasons for non-business trips from Metropolitan Toronto were as follows:

Personal, family, and friend's affairs	- 52.6%
Outdoor activities and recreation	- 37.9%
Other	- 9.5%
	<u>100.0%</u>

(b) Business Trips

In 85.8 per cent of business trips, business was the primary reason, and in 14.2 per cent of business trips, attending conventions was the primary reason.

Average Duration of Trips

Average Duration	<u>Spring</u> (Apr-June)	<u>Summer</u> (July-Sept)	<u>Fall</u> (Oct-Dec)	<u>Winter</u> (Feb-Apr)	Average
Non-business trip	1.5	3.6	1.4	1.7	2.1
Business trip	1.9	2.1	1.9	2.1	2.0

Therefore, the length of business trips is practically the same as non-business trips. Duration of business trips was more or less the same throughout the year, but the duration of non-business trips varied considerably.

Who Travels With Whom

The majority of business trips (80.39%) were made by male heads of families unaccompanied by wife, and the majority of non-business trips (68.69%) were made together by both heads of the household, accompanied by one or more children. In other words, the non-business trip is most usually a family affair.

Annual Vacation Factor in Travel

During the summer months, trips (non-business and business) were considerably more frequently a part of the annual vacation, compared with other periods of the year. However, the vacation factor is considerably higher for non-business trips (30.7% of all non-business trips which were part of vacation in summer) compared with business trips, where only 5.3 per cent of trips were part of vacation. (See Table V)

Mode of Transportation Used

The main methods of travel used were passenger car and airplane and the following table shows the intensity of use for various destinations:

Yearly Average of all Trips - in Per Cent

Destination	Passenger Car	Airplane
In Ontario	94.48%	1.28%
In Canada (outside Ontario)	35.93	48.77
In U. S. A.	74.08	21.67

(For more detail, see Tables VII and VIII)

Types of Accommodation

Commercial hotels or motels were used in 74.65 per cent of occasions where accommodation was required on business trips. These are therefore, the type of accommodation most used on business trips.

On non-business trips, the following percentages of accommodations were mainly used:

Type of Accommodation	Non-Business Trips Where Overnight Accommodation Was Required
Home or cottage of friend or relative	55.73%
Own or rented cottage or cabin	26.69
Commercial hotel or motel	12.13
Holiday resort	3.69

Facilities (Other than Accommodation) Used on Trips

Considerably more facilities were used on non-business trips than on business trips, the main facilities used on business trips being as follows:

<u>Facilities used</u>	<u>Per Cent of Res- pondents</u>
Shopping	7.2%
Entertainment	5.3%
Historical sites and museums	3.7%

The main facilities used during non-business trips throughout the year were as follows:

<u>Facilities used</u>	<u>Per Cent of Res- pondents</u>
Shopping	16.4%
Parks	10.7%
Sports	9.4%
Boats (fishing, etc)	8.7%

Socio-Economic Aspects of Metropolitan Toronto Households
and their Travel Habits

Those who travel most frequently live mainly in a single detached house, are better educated, have more than average income, and their car ownership is more intensive. In addition they more frequently subscribe to the Globe & Mail, leading Canadian periodicals (with the exception of T.V. GUIDE) as well as American periodicals, and own more possessions such as cottages, boats, cameras, television sets, etc.

For more detail, see Table XXI, the foregoing Summary Table, and Appendix Tables A-6, A-7, A-8, A-9, and A-10.

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TRAVEL HABITS AND EXPENDITURES
OF
METROPOLITAN TORONTO HOUSEHOLDS

(April 1964 to April 1965)

INTRODUCTION

In order to obtain information on the travel habits of residents of Metropolitan Toronto, and their expenditures during travels, a survey designed by McDonald Research Limited was made of Metropolitan Toronto households, on behalf of the Ontario Department of Tourism and Information, covering the periods: -

April-June 1964

July-September 1964

October-December 1964

February-April 1965

Each of the four seasons was analysed independently and the basic research instrument used was a travelog, or diary, of family travel during those periods.

The sample size was as follows, in respondent households:

<u>Period</u>	<u>No. of travelogs placed</u>	<u>No. of usable travelogs</u>
April-June 1964	755	505
July-September 1964	509	313
October-December 1964	463	207
February-April 1965	320	190

On the basis of information obtained from these travelogs, a subsequent analysis was made by the Travel Research Branch, and the following report submitted.

TRAVEL HABITS AND EXPENDITURES

OF METROPOLITAN TORONTO HOUSEHOLDS

It is the purpose of this report to summarize a number of facts revealed by a Study of the Travel Habits and Expenditures of Metropolitan Toronto Households during April 1964 to April 1965, to compare several resultant statistical tables; (*) to add other known data to the analysis, and thus bring to light a number of aspects of the data obtained which otherwise would appear to be most complicated.

(*)

In the report we refer to three types of tables: some are designated by Arabic numbers (1, 2, etc) and others by Roman numerals (I, II, etc). The first are the original tables included in the original survey and the second were prepared by Travel Research Branch. The third designation, (A-1, A-2, etc) were prepared by Travel Research Branch and are included in the Appendix.

ANALYSIS OF
TOTAL NUMBER OF TRIPS
MADE BY METROPOLITAN TORONTO HOUSEHOLDS
(April 1964 to April 1965)

Table No. I shows the volume of trips and the average number of trips per household in Metropolitan Toronto for the period April 1964 to April 1965.

The Ontario Department of Economics and Development reported the number of households in Metropolitan Toronto during the above period to be 538,000.

The main facts obtained from the analysis are:

Average number of trips per household in Metropolitan Toronto	-	12.34
Total number of trips per household in Metropolitan Toronto	-	6.6 million
Estimated total expenditure* on travel by Metropolitan Toronto households	-	\$269.6 million

*Note: Total expenditure includes the following items:

- (a) Travel fares
- (b) Own car expenses (money spent on gas, oil, maintenance and repairs during or in preparation for trip - amortization, insurance, license fee and long term maintenance are excluded).
- (c) Own boat
- (d) Rented cars
- (e) Taxis and limousines
- (f) Toll and ferry charges
- (g) Accommodation
- (h) Meals and snacks
- (i) Household supplies, etc.
- (j) Outdoor recreation
- (k) Entertainment expenditures
- (l) Merchandise expenditures (cameras, clothing, etc.)
- (m) Miscellaneous

TABLE I: TRAVEL HABITS AND EXPENDITURES OF RESIDENTS OF METROPOLITAN TORONTO
NUMBER OF TRIPS PER HOUSEHOLD IN METROPOLITAN TORONTO

	April-June, 1964	July-September, 1964	October-December, 1964	February-April, 1965	TOTAL
Average no. trips per household	3.606	4.054	2.749	1.932	12,341
No. of households in Metro Toronto, 1964 *	538,000	538,000	538,000	538,000	538,000
<u>TOTAL TRIPS</u>	1,940,028	2,181,052	1,478,962	1,039,416	6,639,458

Estimated total expenditure on travel by residents of Metropolitan Toronto April, 1964 - March, 1965	<div> <div>Average Expenditure Per Trip</div> <div> <div>Estimated No. Trips Taken</div> <div>1964 - 1965</div> </div> </div> <div> <div>\$40.60</div> <div>X</div> <div>6,639,458</div> </div> <div>= \$269,569,829</div>
--	--

* Source: Ontario Department of Economics and Development

Tables Nos. 8, 9, 10 and 11* of the McDonald Research Limited report, show the destination of trips inside Ontario, in Canada (outside Ontario), the United States, and outside North America. On the basis of this information, and using the total number of trips per season, as shown in Table No.1, a blow-up was made, and in this way, the total number of trips to the different destinations was obtained.

Information on these data is shown in Tables A-1 and A-2, of the Appendix, the most interesting of which is as follows:

(1)	<u>Destination of Trips</u>	<u>Number of trips from Metropolitan Toronto</u>
	Ontario	5,975,779
	Other Canadian provinces	255,931
	U. S. A.	356,238
	Europe	27,100
	Caribbean and Latin America	20,474
	Far East and Middle East	<u>3,936</u>
	TOTAL - ALL DESTINATIONS	6,639,458

(2) Distribution of Trips, per Season, in Per cent

Spring	-	29.2%
Summer	-	32.9%
Fall	-	22.3%
Winter	-	15.6%

* Note: These tables refer to the McDonald Research Report for the period July to September, 1964.

Amazingly, 90 per cent of the trips were made to Ontario, and of these, 28.7 per cent were made inside the Metropolitan Toronto Region. Obviously, the more expensive European and United States' trips will contain a greater percentage of the total expenditure, than do these shorter trips inside Ontario.

Table No. 19 of the Metropolitan Toronto Survey shows travel expenditure by area and destination and the data summarized in Table A-3 of the Appendix. This table also shows the "weighted average expenditure per trip" for the four seasons. At this stage of the analysis we therefore have the number of trips to each destination and the average cost of these trips for each per destination. Multiplying the number of trips to each destination (business and non-business) gave the travel expenditure by destination. These data are included in Tables A-4 and A-5 of the Appendix, and also in Graph No. 1.

Graph No. 1 also shows the distribution of trips originating in Metropolitan Toronto from April 1964 to April 1965, the number of trips, and the expenditure on these trips by destination.

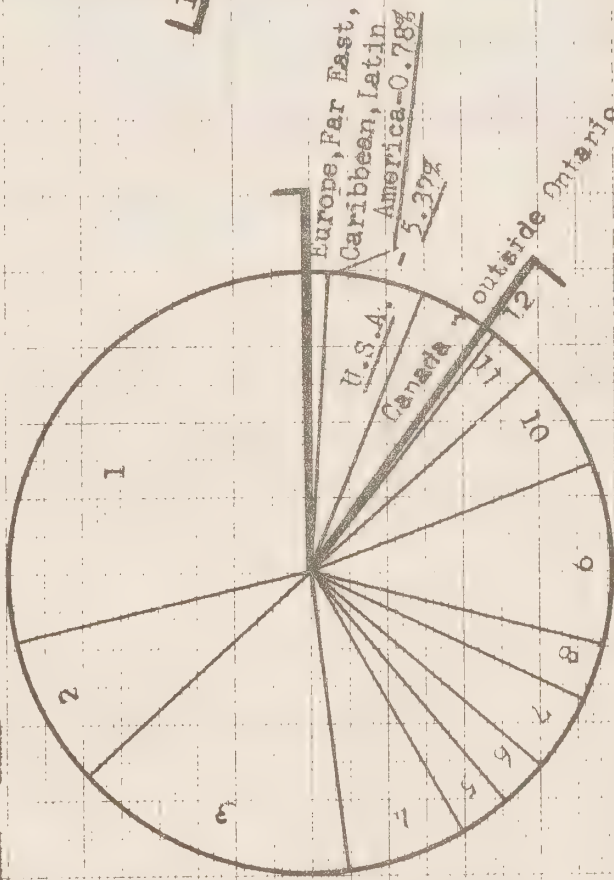
It is manifestly clear from this graph that there is a great discrepancy between the total number of trips and the total expenditure on trips. For example, Ontario accumulated 90 per cent of the total trips from Metropolitan Toronto in that period, but accounted for only 45.4 per cent of the total expenditure.

DISTRIBUTION OF TRIPS ORIGINATING IN METROPOLITAN TORONTO - SHOWING NUMBER OF TRIPS

AND EXPENDITURES BY DESTINATION - APRIL 1964 TO APRIL 1965

TABLE No. 1

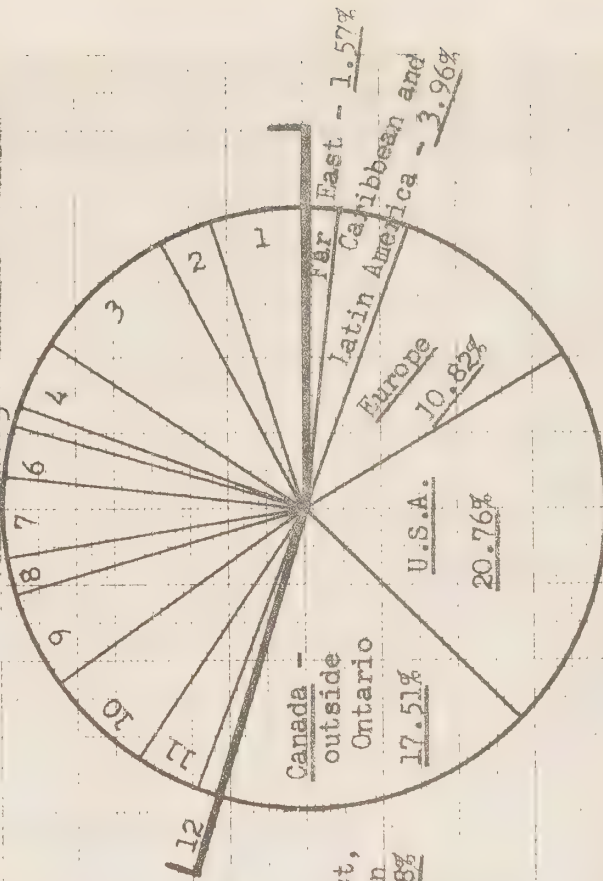
ONTARIO - 90.0%



NUMBER OF TRIPS

1. Metropolitan Region
2. Niagara Iroquois
3. Huronia-Lake Simcoe
4. Kawartha
5. Great Pine Ridge
6. Haliburton

ONTARIO - 45.38%



TOTAL EXPENDITURE ON TRIPS

7. Muskoka
8. Grey-Bruce
9. Southwestern Ontario
10. Eastern Ontario
11. Northern Ontario
12. Northwestern Ontario

Corresponding percentages for other destinations are:

Canada (outside of Ontario)

- 3.85 per cent of number of trips
- 17.51 per cent of expenditure

U. S. A.

- 5.37 per cent of number of trips
- 20.76 per cent of expenditure

Europe

- 0.41 per cent of number of trips
- 10.82 per cent of expenditure

Caribbean and Latin America

- 0.31 per cent of number of trips
 - 3.96 per cent of expenditure
-

Graph No. 2 shows travel expenditure of Metropolitan Toronto households by area of destination and by seasons. Total expenditures per season were as follows:

<u>Period</u>	<u>Expenditure</u>	<u>Per Cent</u>
April-June 1964	\$ 52.3 million	19.4
July-September 1964	105.9 "	39.3
October-December 1964	41.5 "	15.4
February-April 1965	69.9 "	25.9
	<u>\$269.6 "</u>	<u>100.0</u>

As already stated, the total expenditure in Ontario amounted to 45.4 per cent throughout the entire year. This proportion is higher in summer, amounting to 56.1 per cent of the total summer expenditure, but in winter the percentage of Ontario travel expenditure is very small, amounting to only 14.5 per cent of the total winter expenditure.

. The remaining 85.5 per cent of winter travel expenditure is distributed as follows:

Canada (outside Ontario)	19.3%
U.S.A.	32.8%
Europe	22.1%
Caribbean	5.2%
Far East	6.1%

It is amazing that there is so great a difference in travel expenditure during the Fall (October-December) period, and the Winter (February-April) period. This difference could be due to the fact that Christmas occurs during the Fall period and the family nature of this festivity could be a deterrent to undertaking other types of travel at this time. Also, we might find that there is no essential difference in weather during the Fall and Winter periods and, provided sufficient motivation were supplied, such as the Winter Festival at Quebec City, Quebec Resort area ski events, etc., there is no reason why travel in Ontario could not be increased during the latter period.

The following data is also relevant to this chapter on trips originating in Metropolitan Toronto households from April 1964 to April 1965:

	Business Trips	Non-Business Trips	Total
Number of trips	1,443,105	5,196,353	6,639,458
Per Cent	21.74%	78.26%	100.0%
Travel Expenditures on the above trips	\$94.3 million	\$175.3 million	\$269.6 million
Per Cent	34.99%	65.01%	100.0%

\$269.56 Millions

TOTAL TRAVEL EXPENDITURE
OF METROPOLITAN TORONTO HOUSEHOLDS
BY AREA OF DESTINATION AND SEASONS
(APRIL 1964 TO APRIL 1965)

Travel Expenditure
in Millions of Dollars

\$52.3 Millions

\$105.9 Millions

\$41.5 Millions

\$69.9 Millions

April-June
1964

July-Sept.
1964

Oct.-Dec.
1964

Feb.-April
1965

TOTAL

ONTARIO
(45.4%)

REST
OF
CANADA
(17.5%)

FAR EAST
(1.6%)

EUROPE
(10.8%)

CARIBBEAN
AND LATIN
AMERICA
(4.0%)

U.S.A.
(20.7%)

Correlation between Expenditures on Non-Business
Trips and Expenditures on Trips Taken in Summer

Graph No. 3 is an attempt to correlate the percentage of expenditure on trips taken during summer and the percentage of expenditure on non-business trips.

There is a certain degree of correlation, as shown by the graph, in vacation areas such as Haliburton, Muskoka, or Huronia - Lake Simcoe, which have a higher percentage of expenditure on summer trips emanating from Metropolitan Toronto and a low percentage of expenditure on business trips.

For example, expenditure on trips taken during the summer months in the Haliburton area by residents of Metropolitan Toronto represented 82.6 per cent of the annual tourist expenditure, and the expenditure on non-business trips annually, represented 96 per cent. On the other hand, in the Niagara-Iroquois area, expenditure on trips taken during the summer months by residents of Metropolitan Toronto represented only 24.7 per cent of the annual tourist expenditure and the expenditure on non-business trips annually, represented 66.8 per cent.

In Ontario, at least, it can be seen that summer resorts are typically areas having fewest business trips, and having their travel expenditure income concentrated during the summer months; that destinations other than summer resorts have a higher proportion of business trips and have their revenue more evenly distributed throughout the year.

Muskoka • Haliburton

Kawartha • Huronia-Lake Simcoe
Great Pine Ridge • Northern Ontario

Grey-Bruce • Ontario

Metropolitan-Region •

Niagara-Iroquois • x U.S.A. • Southwestern Ontario
Caribbean x Europe • Eastern Ontario
and Latin America • Northwestern Ontario

All destinations outside Ontario

Canada-outside Ontario x

Per cent of expenditure on non-business trips

CORRELATION BETWEEN EXPENDITURES

ON NON-BUSINESS TRIPS AND
EXPENDITURES ON TRIPS TAKEN

IN SUMMER, METROPOLITAN-

TORONTO, APRIL 1964

TO APRIL 1965

Per cent of expenditure on trips taken in Summer

Correlation between Expenditures - continued

This is logical, as business generally requires travel throughout the year for supervision or sales contacts, and resort area trips most usually are taken in the shorter summertime period.

In attempting to classify other destinations outside of Ontario, it could be said that 26 per cent of the total expenditure on trips to other provinces is made on personal trips, and 74 per cent of the total expenditure on business trips. The percentage of business trip expenditure is higher to points in Canada (outside of Ontario) than to any other destination, and the percentage of business trip expenditure in all other destinations (Note small square on Graph) is very much lower.

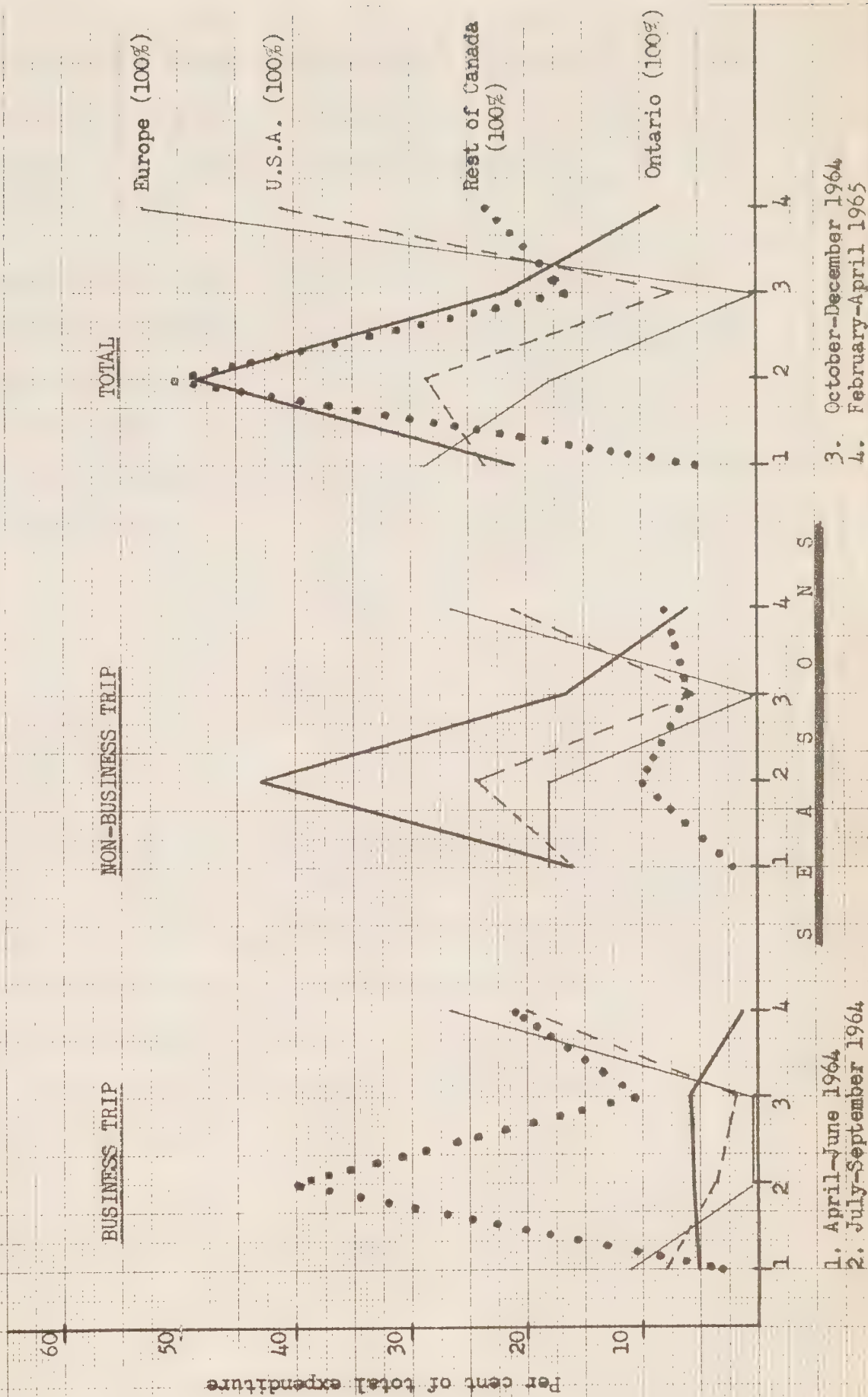
Graph No. 4 throws additional light on several aspects of travel expenditure throughout the year.

There are two peaks of expenditure in Summer and two in Winter. The two summer peaks show a high percentage of expenditure in Ontario and in Canada, and the two winter peaks show a high percentage of expenditure on trips to the United States and to Europe.

On examining the "business trip" column at the left of the graph, it can be seen that business trips to locations in Ontario are fairly equally divided throughout the year, but business trips to other provinces have a peak during the summer, while business trips to Europe and to the United States have one peak in winter and a minor one in the Spring.

TRAVEL EXPENDITURE OF METROPOLITAN TORONTO HOUSEHOLDS - APRIL 1964 - APRIL 1965

BY SEASON, DESTINATION, AND TYPE OF TRIP - EXPRESSED IN PERCENTAGES



1. April-June 1964
2. July-September 1964

3. October-December 1964
4. February-April 1965

Graph No. 4 indicates that there was a high percentage of business trip expenditure in the rest of Canada, compared with a high percentage of non-business trip expenditure in Ontario.

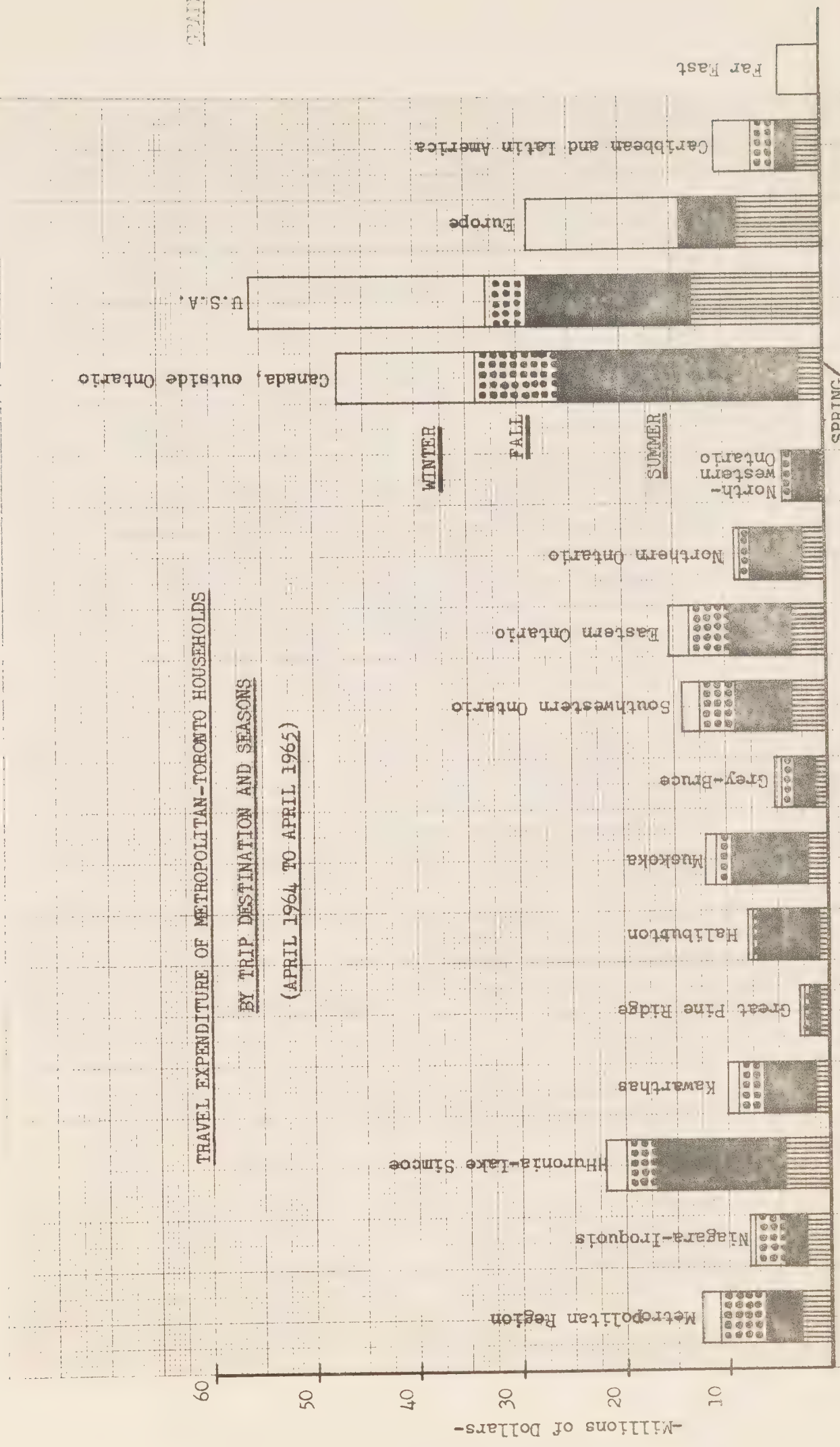
In summary, Ontario is shown to be a mainly non-business trip destination in Summer, and the rest of Canada to be mainly a business trip destination. The United States has two peaks, one in Summer* and a higher one in Winter, and Europe has a peak during the Winter months for business trips.

Graph No. 5 shows the total expenditure by area of destination. Again, it is interesting to note that in all areas of Ontario, tourist expenditure is generated mostly during the Summer, with the exception of the Niagara, Eastern and Western areas. On the other hand, the United States, Europe, and the Caribbean are predominantly visited in winter.

TRAVEL EXPENDITURE OF METROPOLITAN-TORONTO HOUSEHOLDS

BY TRIP DESTINATION AND SEASONS

(APRIL 1964 TO APRIL 1965)



PASSENGER CAR EXPENDITURE

As mentioned before, Metropolitan Toronto households generated well over six million trips during 1964-65. Also we know the destination of trips and their number in Ontario, and in other Canadian provinces and in the United States.

Data were obtained also on the type of transportation used for these trips. Passenger cars were used in:

- 94.4% of all trips inside Ontario
- 37.8% of all trips in Canada (outside Ontario)
- 73.3% of all trips to U.S.A.

Applying the percentage of trips made by passenger cars to the total number of trips, we obtained the number of trips made by passenger cars to each individual location. The average distances of each destination were known, and by multiplying the round trip distance with the number of trips made by passenger car, the total mileage was obtained as follows:

Total vehicle miles generated by passenger cars owned by Metropolitan Toronto households

On business trips	-	357.3 million
On non-business trips	-	1,099.5 million
All trips	-	1,456.8 million

We obtained further information for the year 1964
as follows:

The number of passenger cars and dual purpose
vehicles registered in Metropolitan Toronto

- 541 876

The average yearly mileage per passenger car
or dual purpose vehicle in Ontario

- 10,000 (approx)

The average cost per passenger car and dual
purpose vehicle in Ontario (including all
running expenses, insurance, license fee,
and amortization)

- \$1,000 per year (approx)

From the above, the average mileage per car on personal
trips may be calculated:

$$\frac{1,099.5 \text{ million vehicle miles}}{541,876 \text{ vehicles}} = 2,030 \text{ vehicle miles}$$

The percentage of personal travel compared
with total travel

Average mileage per vehicle - 10,000 = 100.0%

Average mileage per vehicle
on personal trips - 2,030 = 20.3%

If the average annual cost per passenger car amounts to \$1,000, and if 20.3 per cent of mileage is created on personal travel, then the annual cost allocated to personal trips amounts to approximately \$203 per car.

Multiplying \$203 by the number of passenger cars and dual purpose vehicles registered in Metropolitan Toronto we obtained:

$$\$203 \times 541,876 = \$110,000,828$$

and we therefore conclude that Metropolitan Toronto households spent approximately \$110 million for passenger car expenditures on non-business trips.

If the same ratio (\$203 per passenger car) is applied to all cars registered in Ontario in 1964 (2,028,521) the figure \$411.8 million is obtained.

If the number of vehicle miles made on business trips with a passenger car is added to the personal car mileage, the following figure is obtained:

$$\frac{1,456.8 \text{ million vehicle miles}}{541,876 \text{ vehicles}} = 2,688 \text{ vehicle miles}$$

Percentage of personal and business travel
compared with total travel

Average mileage per vehicle - 10,000 = 100.0%

Average mileage per vehicle
on all trips - 2,688 = 26.9%

(The remaining 73.1% of mileage per passenger car was made on trips to work, to shopping centres, schools, churches, hospitals, and etc)

If the average annual cost per passenger car amounts to \$1,000, and if 26.9 per cent of average mileage is created on personal and business travel, then the annual cost allocated to these trips amounts to approximately \$268.80 per car.

Multiplying \$268.80 by the number of passenger cars and dual purpose vehicles registered in Metropolitan Toronto, we obtain:

$$\$268.80 \times 541,876 = \$145,656,269$$

and we therefore conclude that Metropolitan Toronto households spent approximately \$145.7 million on passenger car expenses for all trips.

If the same ratio (\$268.80 per passenger car) is applied to all cars registered in Ontario in 1964 (2,028,521), the figure \$545.3 million is obtained.

If approximately \$500 million is spent on trip transportation by passenger cars in Ontario by residents of Ontario, it can be assumed that at least another \$1,000 million is spent by Ontario and foreign travellers on all other tourist expenditures (food, accommodation, entertainment, boats, clothing, and etc) thus arriving at the \$1.5 billion figure.

PRIMARY REASON FOR TRAVEL

(A) Non-Business Trips

Graph No. 6 shows that in non-business trips, visiting friends and relatives is the primary reason for travel, as 37.2 per cent of all non-business trips were made for this reason.

The second highest reason given (15.6 per cent of all non-business trips) was "general relaxation", the third was "personal and family affairs" (15.4%), and the fourth, "sightseeing and pleasure" (10.1%).

In general, the percentage of all non-business trips was as follows:

<u>Reason for Trip</u>	<u>Percentage</u>
Visiting friends and relatives, and for personal and family affairs -	52.6
Outdoor activities and recreation -	37.9
Other -	9.5
	<hr/>
	100.0%

The following table shows variations of the primary reasons for travel on non-business trips in all four seasons:

Primary Reason for Travel - Non-Business Trips
(In Percentage)

Reason for Travel	<u>Spring</u> (Apr-June)	<u>Summer</u> (July-Sept)	<u>Fall</u> (Oct-Dec)	<u>Winter</u> (Feb-Apr)	Average
Visiting, and personal, family and friend's affairs	47.8%	46.2%	63.7%	52.9%	52.6%
Outdoor activities and recreation	40.2	46.4	29.2	35.8	37.9
Other	12.0	7.4	7.1	11.3	9.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%

There were no major variations between seasons, except in Fall and Winter, when "Visiting, and personal, family and friend's affairs" reasons for travel is higher than in Spring and Summer, and the percentage of "Outdoor activities and recreation" reasons for travel is lower.

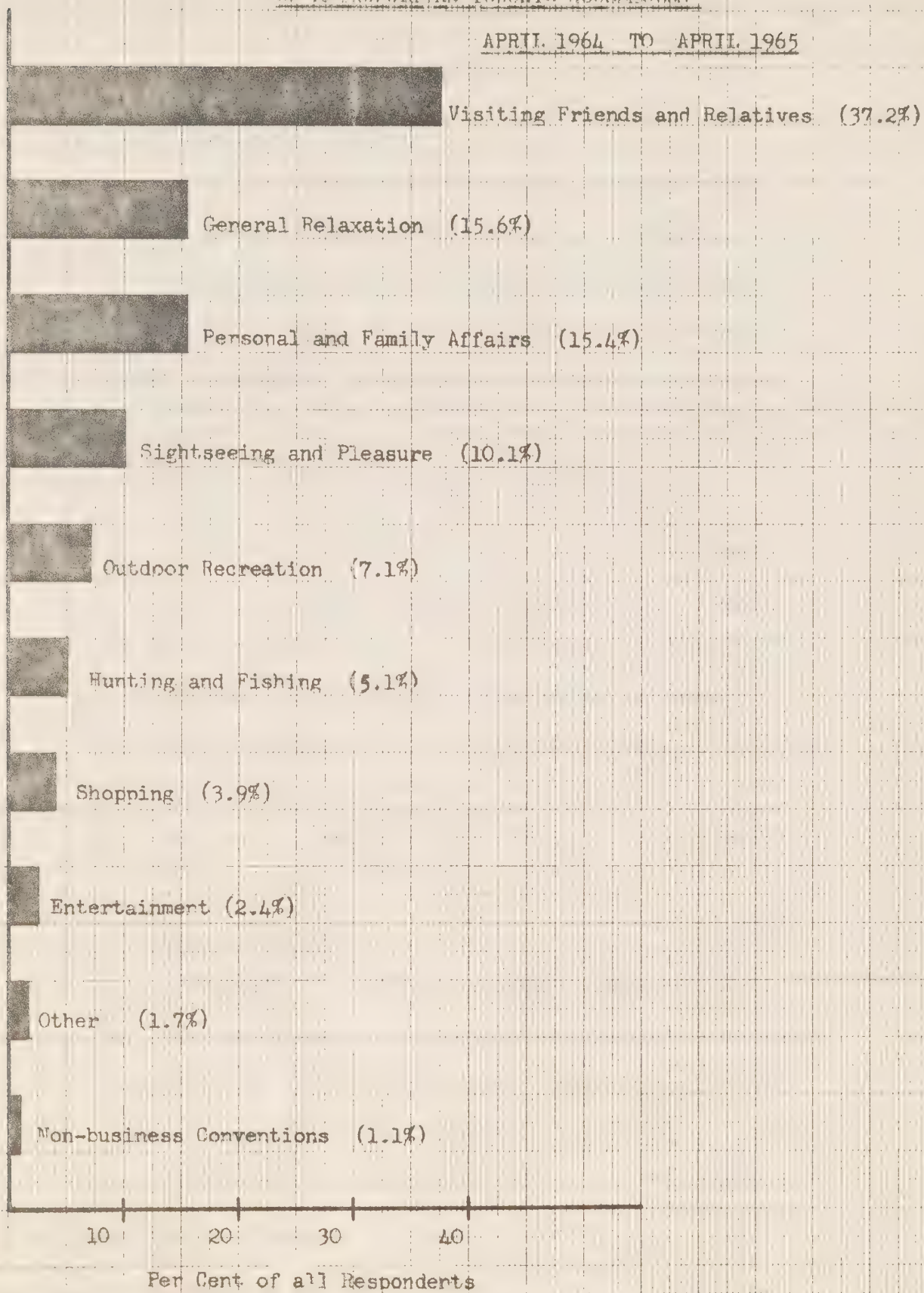
(B) Business Trips

In 85.8 per cent of business trips, "business" was the primary reason for travel, and "business conventions" was the primary reason for 14.2 per cent of these trips. The percentage of business conventions as primary reason for travel was slightly higher in Fall and Winter.

PRIMARY REASONS FOR NON-BUSINESS TRAVEL

OF METROPOLITAN TORONTO HOUSEHOLDS

APRIL 1964 TO APRIL 1965



DURATION OF TRIPS

(A) Non-Business Trips

Table II indicates the comparison between the number of respondents and the number of guest-days. It is interesting to note that 10 per cent of respondents who stayed 4 nights or more, accumulated 60 per cent of total guest-days. (A similar situation was revealed by the Muskoka Study.) * The economic importance of guest-days cannot be emphasized too strongly.

Graph No. 7 brings out these aspects even more clearly. The average duration of non-business trips is shown at the bottom. As expected, the length of non-business trips is considerably longer in Summer, 3.6 days as compared with 1.4 days in the Fall, or 1.5 days in Spring.

(B) Business Trips

Table III shows the comparison between the number of respondents and the number of guest-days. In this case, 14.8 per cent of respondents stayed more than four nights, accumulating 63.5 per cent of guest-days. Graph No. 8 illustrates these aspects, as well as the average duration of trips.

* See "The Analysis of the Muskoka
Region Travel Survey, 1964"

TABLE II: DURATION OF NON-BUSINESS TRIPS ORIGINATING IN METROPOLITAN TORONTO
SHOWING NUMBER OF TOURISTS AND NUMBER OF GUEST-DAYS

APRIL 1964 TO APRIL 1965

Duration of Trip	Number of Respondents in Per Cent	Number of Guest-Days in Per Cent
One day or less	60.0	14.61
1 night	11.0	5.35
2 - 3 nights	18.0	19.92
4 - 9 nights	5.5	16.57
More than 9 nights	4.6	43.95
Did not state	0.9	-
	100.0%	100.0%

TABLE III: DURATION OF BUSINESS TRIPS ORIGINATING IN METROPOLITAN TORONTO
 SHOWING NUMBER OF TOURISTS AND NUMBER OF GUEST-DAYS

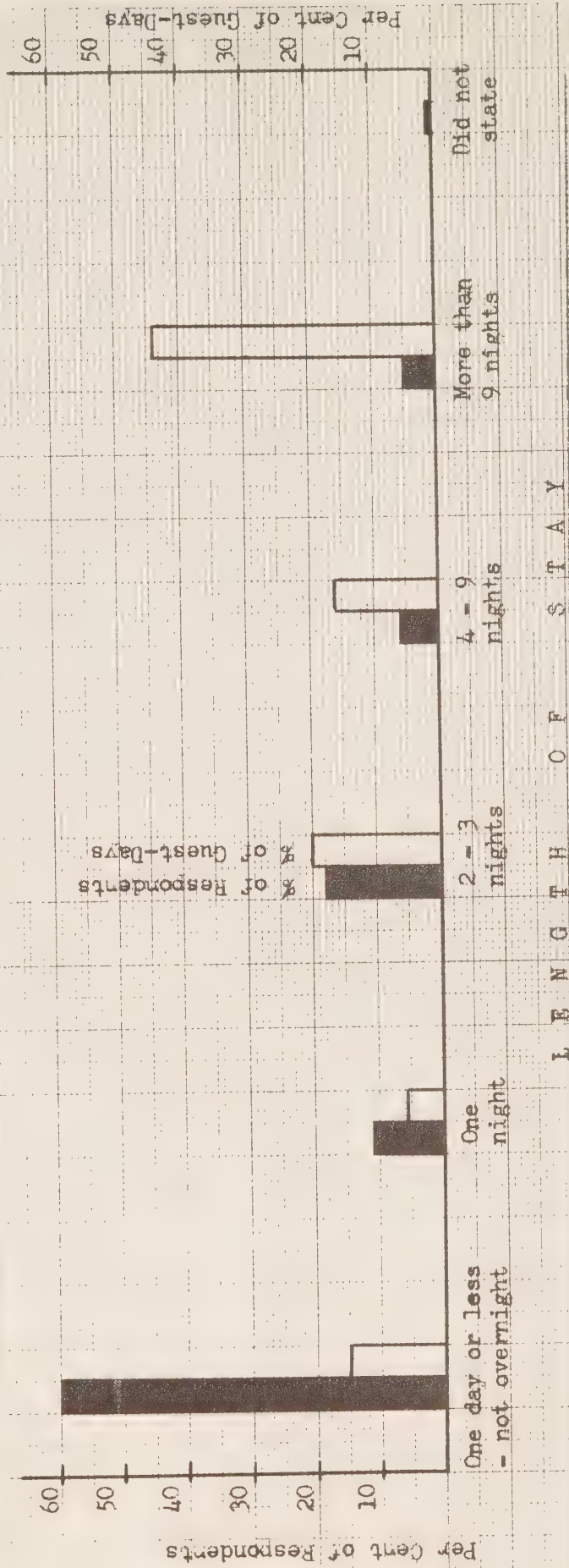
APRIL 1964 TO APRIL 1965

Duration of Trip	Number of Respondents in Per Cent	Number of Guest-Days in Per Cent
One day or less	60.6	14.91
1 night	10.2	5.02
2 - 3 nights	14.1	16.58
4 - 9 nights	12.0	32.58
More than 9 nights	2.8	30.91
Did not state	0.3	-
	100.0%	100.0%

DURATION OF NON-BUSINESS TRIPS ORIGINATING IN METROPOLITAN TORONTO

SHOWING NUMBER OF TOURISTS AND NUMBER OF GUEST-DAYS

APRIL 1964 TO APRIL 1965



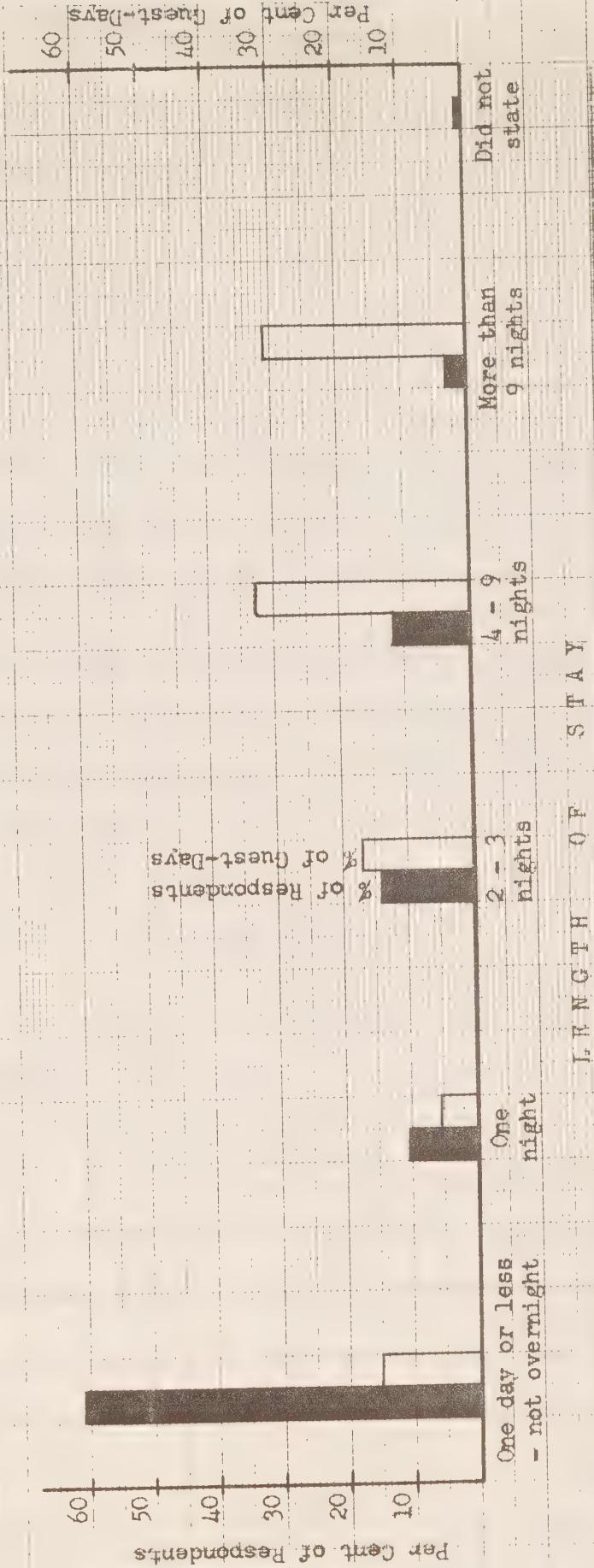
AVERAGE DURATION OF NON-BUSINESS TRIPS

Spring	-	1.5 Days
Summer	-	3.6 "
Fall	-	1.4 "
Winter (Feb.-April)	-	1.7 "
All four Seasons	-	2.1 "

DURATION OF BUSINESS TRIPS ORIGINATING IN METROPOLITAN TORONTO

SHOWING NUMBER OF TOURISTS AND NUMBER OF GUEST-DAYS

APRIL 1964 TO APRIL 1965



AVERAGE DURATION OF BUSINESS TRIPS

Spring	-	1.9 Days
Summer	-	2.1 "
Fall	-	1.9 "
Winter	-	2.1 "
All four Seasons	-	2.1 "

WHO TRAVELS WITH WHOM

Table IV shows the combinations of persons on trips originating in Metropolitan Toronto from April 1964 to April 1965.

Trips were divided into two categories, non-business and business trips; the main difference in each category being the fact that approximately 69 per cent of non-business trips were made together by male and female heads of households, and 80.4 per cent of business trips were made by the male head of the household alone.

Male and female heads of households travelling together, made 11.5 per cent of business trips, but only 3.4 per cent of business trips were made by the female head of the household alone; 4.7 per cent of business trips were made by another member of the household, other than the male or female household head.

On examining business trips made by the head of the household alone in more detail, it is discovered that 83.8 per cent of this type of trip was made by the male head of the household completely alone, and in 15.3 per cent of these trips, the male head of the household was accompanied by an unrelated person, probably a business associate.

On the other hand, of non-business trips made by male and female heads of households together, only 23.03 per cent were made without children; 4.8 per cent of householders travelled with an adult child; 16.92 per cent with a teenage child; 37.2 per cent with a 6 - 12 year old child; 39.5

TABLE IV
COMBINATION OF PERSONS MAKING TRIPS ORIGINATING
IN METROPOLITAN TORONTO - IN PERCENTAGES
APRIL 1964 TO APRIL 1965

Combinations	Non-Business Trips in Per Cent	Business Trips in Per Cent
Male Head of Household on Trip without Female Head	16.41% = 100.00%	80.39 = 100.00%
Alone	34.15%	83.83%
With adult child	2.88	0.15
With teenage child	5.85	0.28
With child 6 - 12 years old	13.10	0.08
With pre-school child	6.08	-
With other relatives	12.98	0.30
With unrelated persons	37.85	15.33
Female Head of Household on Trip without Male Head	7.45 = 100.00%	3.42 = 100.00%
Alone	29.55%	43.75%
With adult child	5.68	-
With teenage child	9.85	-
With child 6 - 12 years old	14.93	-
With pre-school child	14.63	8.33
With other relatives	31.03	8.33
With unrelated persons	23.20	22.93
Male and Female Heads of Household both on Trip	68.69 = 100.00%	11.50 = 100.00%
Alone	23.03%	46.38%
With adult child	4.78	.48
With teenage child	16.90	4.70
With child 6 - 12 years old	37.20	24.68
With pre-school child	39.45	35.08
With other relatives	16.00	12.95
With unrelated persons	9.98	8.98
Neither Head of Household on Trip	7.45 = 100.00%	4.69 = 100.00%
Alone	-	3.13
With adult child	50.65	39.93
With teenage child	29.58	12.15
With child 6 - 12 years old	10.33	-
With pre-school child	2.10	-
With other relatives	12.65	19.80
With unrelated persons	53.78	11.45
Did not State	1.45	-
Total	100.00%	100.00%

Who Travels With Whom - Continued

with a pre-school child; 16.0 per cent with other relatives, and 10 per cent with persons unrelated to them. These percentages, adding to 147.34, indicate that many trips were made with several variations of the above combinations.

In summarizing, the majority (83.8%) of business trips were made by male heads of families unaccompanied by wife or children, and the majority of non-business trips (68.69%) were made together by both heads of the household, accompanied by one or more children. In other words, the non-business trip is most usually a family affair.

Graph No. 9 shows even more clearly "Who travels with whom" and also the number of people on each trip.

There is a marked difference between business trips and non-business trips; 71 per cent of all business trips were made by one person completely alone, but only 9.5 per cent of all non-business trips were made by one person alone.

Average number of persons on each trip:

Non-Business Trips	- 3.5
Business Trips	- 1.6

It can be observed that in both cases, the number of persons on each trip was practically the same throughout the seasons.

NUMBER OF PERSONS PER TRIP ORIGINATING IN METROPOLITAN TORONTO

APRIL 1964 TO APRIL 1965

Number of persons
on Each Trip

Non-Business Trips

Business Trips

One person

9.5%

71.0%

Two persons

25.2

14.6

Three persons

16.6

4.0

Four persons

21.8

3.5

Five persons

12.0

2.3

Six persons

7.1

1.0

Seven persons

2.3

0.3

Eight or more persons

2.9

0.5

Did not state

2.6

2.8

10 20 30
Per Cent of all
Respondents

10 20 30 40 50 60 70 80
Per Cent of all Respondents

Average number of
persons per trip

3.7

1.6

ANNUAL VACATION FACTOR IN TRAVEL

Table V shows that only 12.6 per cent of all non-business trips were taken as part of vacation during the whole year, but on examining the four seasons, it was found that in summer the vacation factor was much higher, and that 30.7 per cent of all non-business trips taken in summer were part of vacation.

Only 2.45 per cent of all business trips taken throughout the year were part of vacation. Also, in business trips, the vacation factor was higher in summer, 5.3 per cent of these trips taken in summer, were part of vacation, as shown in Table VI.

In summarizing, we can say that the vacation factor was stronger in non-business trips as compared with business trips, and also that the vacation factor was stronger in summer than during the rest of the year.

TABLE V: VACATION FACTOR IN NON-BUSINESS TRAVEL ORIGINATING IN METROPOLITAN TORONTO

APRIL 1964 TO APRIL 1965

Trip was:	April-June 1964 In Per Cent	July-Sept. 1964 In Per Cent	Sept. - Dec. 1964 In Per Cent	Feb. - April 1965 In Per Cent	Average For all Seasons In Per Cent
Part of vacation	6.4%	30.7%	6.4%	7.0%	12.6%
Not part of vacation	82.9	66.1	86.2	82.5	79.42
Did not state	10.7	3.2	7.4	10.5	7.05
Total	100.0	100.0	100.0	100.0	100.0

VACATION FACTOR IN BUSINESS TRAVEL ORIGINATING IN METROPOLITAN TORONTO

APRIL 1964 TO APRIL 1965

TABLE VI

Trip was:	April-June 1964 In Per Cent	July-Sept. 1964 In Per Cent	Sept. - Dec. 1964 In Per Cent	Feb. - April 1965 In Per Cent	Average For all Seasons In Per Cent
Part of vacation	1.2%	5.3%	1.5%	1.8%	2.45%
Not part of vacation	85.5	93.6	92.5	90.0	90.40
Did not state	13.3	1.1	6.0	8.2	7.15
Total	100.0	100.0	100.0	100.0	100.0

Travel Expenditure - continued

- 1) travel fares
- 2) rented cars
- 3) taxis
- 4) lodgings
- 5) meals
- 6) night clubs
- 7) miscellaneous and other expenditures

It could be said then, that in non-business trips the passenger car was the main means of transportation, housekeeping plan accommodation was used most frequently, and as a result of this, the highest percentage (31.12%) of household supplies were purchased. In addition, all other tourist facilities were used more extensively than in business trips.

Table XII summarizes the five main expenditure items; travel fares, car expense, lodgings, meals, and household supplies. Confirming our previous comments, the totals at the bottom of column two clearly indicate that expenditure for business trips was slightly more concentrated in the above five expenditure items, as compared with non-business trips.

TABLE XII TRAVEL EXPENDITURES BY TRIPS ORIGINATING IN METROPOLITAN TORONTO
BY SELECTED CATEGORIES - APRIL 1964 TO APRIL 1965

Category	Frequency of Trips with Expenditure in Category		Per Cent of Total Expenditure		Average Expenditure Per Trip	
	Per Cent of all Non-Business Trips	Per Cent of all Business Trips	Non-Business Trips	Business Trips	Non-Business Trips	Business Trips
Travel fares	5.95%	20.22%	19.83%	28.90%	\$113.06	\$ 85.05
Car expenses	81.50	62.32	18.67	13.48	7.41	9.36
Lodgings	8.70	27.72	12.65	20.97	51.57	43.89
Meals	48.60	64.15	10.53	16.67	7.64	15.07
Household supplies	31.12	3.28	12.80	0.45	13.42	8.20
Total per cent of Total Expenditures -			74.48%	80.47%		
Total average expenditure per trip -					\$40.51	\$70.09

REGIONAL EXPENDITURE IN ONTARIO
BY TOURISTS ORIGINATING IN METROPOLITAN TORONTO HOUSEHOLDS
APRIL 1964 TO APRIL 1965

Statistical information on tourist expenditure in Ontario by Metropolitan Toronto households was not included in the four seasonal reports prepared by McDonald Research Limited, nor was information on the average length of stay by type of accommodation and by region. As this type of information is essential, additional tabulation was requested, and on the basis of this information, calculations similar to those shown on page 15 of the Muskoka Study were made.

This same type of analysis was done for each of the twelve destination areas into which Ontario was divided in the original McDonald Research Report. (The areas coincide in some instances with Ontario Tourist Regions, but in other cases, they are a combination of several tourist regions.

A detailed description of the manner in which calculations were made is given for the Metropolitan Tourist Region, but for other regions, results are shown in graph form only.

Regional Tourist Expenditure - Continued

Metropolitan Tourist Region
(Excluding Metropolitan Toronto)

First, the average total tourist expenditure made by respondents using different types of accommodation was calculated, the average length of stay extracted, and both shown in Table XIII. Guest-Days for each type of accommodation and length of stay were calculated, and these data are shown in Table XIV.

Multiplying each number from Table XIV by the corresponding tourist expenditure per day, the total tourist expenditure in the Metropolitan Tourist Region, by type of accommodation and length of stay, was obtained. Results are shown in Table XV, and Graph No. 13. Of course, these figures show only expenditure made on trips originating in Metropolitan Toronto households during the period April 1964 to April 1965. The information is extremely relevant as it reveals the importance of the various types of accommodation, and in each type of accommodation, the length of stay which is economically the most productive.

In this particular region, it is of note that 55.75 per cent of the total tourist expenditure was made on trips of one day or less. (See Table XV.) Another important aspect in this region is that 35 per cent of this expenditure was made by those tourists visiting friend's or relative's homes.

TABLE XIII
 AVERAGE TOTAL TOURIST EXPENDITURE AND AVERAGE LENGTH OF STAY
 (APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION

	Hotel/ motel	Holiday resort	Relative/ friend's home	Cottage, cabin or campsite	Trailer- site	Other
(1) <u>Average Total Tourist Expenditure</u> <u>(per Party)</u>	\$19.14	\$8.50	\$8.84	\$21.65	\$7.50	\$5.43
(2) <u>Average Length of Stay in Days</u>	1.67	1.66	1.37	2.53	1.00	0.55
(3) <u>Average Tourist Expenditure per Day</u> <u>(per Party)</u>	\$11.46	\$5.12	\$6.45	\$8.56	\$7.50	\$9.87

$$\frac{(1)}{(2)} = (3)$$

TABLE XIV
LENGTH OF STAY IN THE METROPOLITAN REGION, EXPRESSED IN GUEST-DAYS
BY TYPE OF ACCOMMODATION AND LENGTH OF STAY (APRIL 1964 TO APRIL 1965)

LENGTH OF STAY	T Y P E						A C C O M M O D A T I O N				TOTAL
	Hotel/ motel	Holiday resort	Relative's/ friend's home	Cottage, cabin, or campsite	Trailer-- site	Other					
1 day or less	0.6	2.4	36.25	2.3	-	159.4	200.95				
Overnight	2.0	-	33.5	-	2.0	1.5	39.0				
2 nights	3.0	1.0	36.0	3.0	-	-	43.0				
3 nights	5.0	-	8.0	5.0	-	2.0	20.0				
4 - 6 nights	-	8.0	5.0	-	-	-	13.0				
7 - 9 nights	-	-	5.0	-	-	-	5.0				
10 - 14 nights	-	-	12.0	12.0	-	-	24.0				
15 - 21 nights	-	-	18.0	-	-	-	18.0				
22 - 30 nights	-	-	26.0	-	-	16.0	42.0				
Over 30 - less than 60	-	-	-	-	-	-	-				
Over 60 nights	-	-	-	-	-	-	-				
TOTAL	10.6	11.4	179.75	22.3	2.0	178.9	404.95				

TABLE 12 - TOTAL TOURIST DEPARTURES IN THE METROPOLITAN REGION

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY - JANUARY 1964 TO APRIL 1964

LENGTH OF STAY	TYPE OF ACCOMMODATION										Other	Trailer	Cottage, cabin or campsite	Relative/friend's home	Holiday resort	Hotel/motel
1 Day or less	\$	6.82	12.29	233.81	19.49	-	-	1,573.20	1,045.95	55.75	100.00					
	%	0.21	0.37	7.06	0.60	-	-	47.51								
Overnight	\$	22.92	-	216.00	-	15.00	14.80		260.00	3.10	11.25					
	%	0.69	-	6.53	-	0.45	0.45									
2 - 3 nights	\$	91.68	5.12	283.00	68.48	-	19.74	408.92	14.16	24.12						
	%	2.77	0.15	8.57	2.07	-	0.60									
4 - 9 nights	\$	-	40.96	64.50	-	-	-	105.46	3.19	21.57						
	%	-	1.24	1.95	-	-	-									
10 or more nights	\$	-	-	361.20	102.72	-	157.92	621.84	18.78	18.78						
	%	-	-	10.91	3.10	-	4.77									
TOTAL	\$	121.40	56.37	1,159.39	190.89	15.00	1,765.74	3,310.87	100.00%							
	%	3.67	1.76	35.02	5.77	0.45	53.33	100.00%								

5.43%

11.20%

TOTAL TOURIST EXPENDITURE IN

THE METROPOLITAN REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT

NOTE: TOTAL TOURIST EXPENDITURE in all the following graphs - means the total tourist expenditure generated by Metropolitan Toronto Households from April 1964 to April 1965.

Total 53.33%

1 day or less
(47.51%)

Total 35.02%

Total 5.77%

Total 0.45%

Trailer Site

Other

Cottage or cabin
or Campsite

Relative, or
Friend's home

Holiday resort

Hotel/motel

Per cent of total tourist expenditure

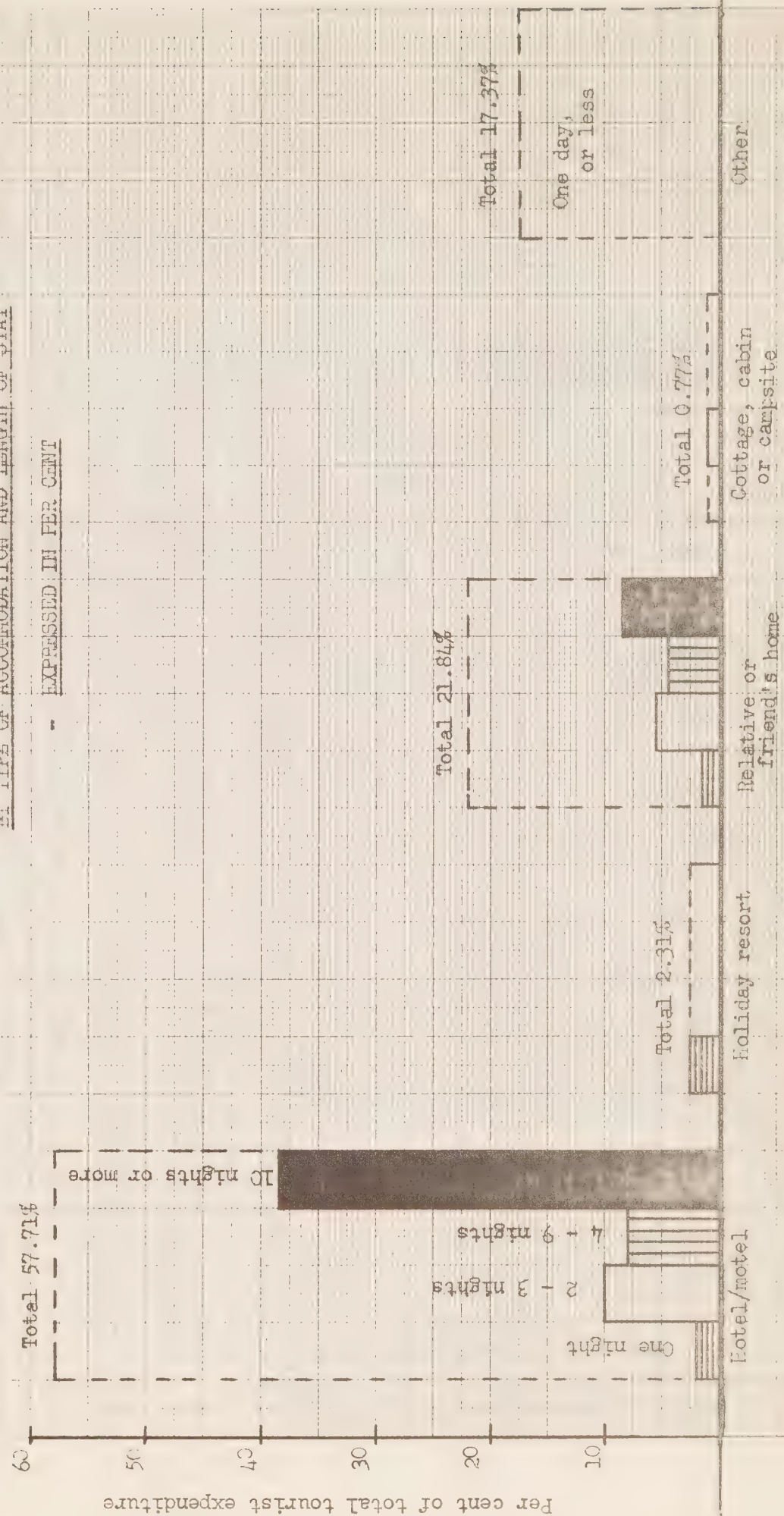
TOTAL TOURIST EXPENDITURE IN THE

NIAGARA - TROQUAIS REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT



TOTAL TOURIST EXPENDITURE IN THE

MURONIA - LAKE SIMCOE REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT

Per cent of total tourist expenditure

50
40
30
20
10

Total 8.28%

Hotel/motel

Total 2.44%

Holiday resort

Total 29.63%

Relative, or
friend's home

Total 47.69%

One night

2 - 3 nights

4 - 9 nights

10 nights or more (21.40%)

Cottage or cabin
campsite

Total 2.22%

Trail site

Total 9.71%

Other

TOTAL TOURIST EXPENDITURE IN THE

KAWARTHA LAKES REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

EXPRESSED IN PER CENT

Per cent of total tourist expenditure

50

40

30

20

10

Total 3.48%

Hotel/motel

Total 3.45%

Holiday resort

Total 37.80%

Relative, or
friend's home

Total 46.15%

One night

Cottage
cabin
or Campsite

2 - 3 nights

4 - 9 nights

10 nights or more

Total 9.12%

One day -
or less

Other

Total 0.0%

Trailer/campsite

TOTAL TOURIST EXPENDITURE IN

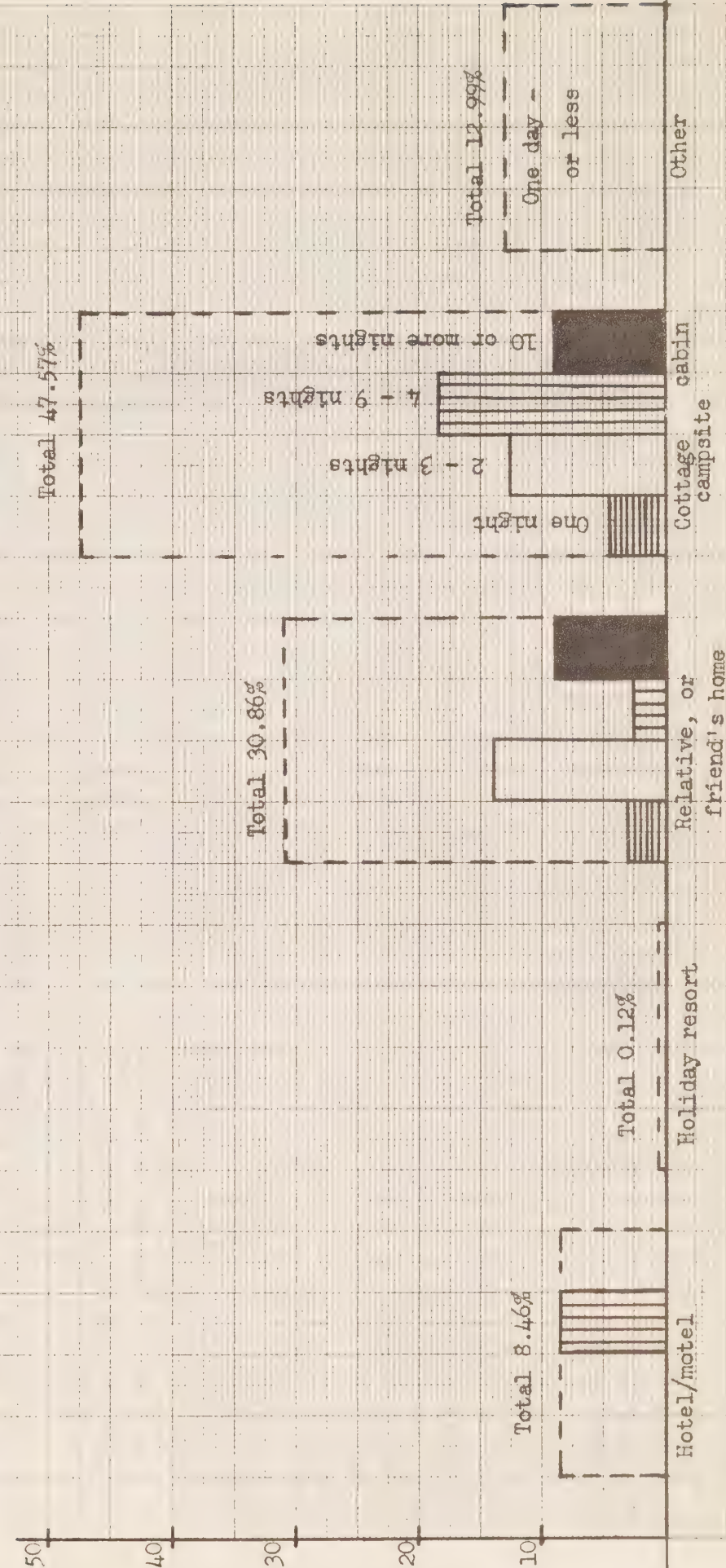
THE GREAT PINE RIDGE REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT

Per cent of total tourist expenditure



Total 74.78%

TOTAL TOURIST EXPENDITURE IN THE

HALIBURTON HIGHLANDS REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT

Per cent of total tourist expenditure

Total 3.20%

Hotel/motel

Total 10.77%

Holiday resort

Total 9.99%

Relative or
friend's home

One night

Cottage, cabin
or campsite

2 - 3 nights

4 - 9 nights

10 nights or more

Total 1.26%

Other

Total
Trails

TOTAL TOURIST EXPENDITURE IN THE

GREY-BRUCE AND HUSKOKA REGIONS

(APRIL 1964 TO APRIL 1965)

Total 58.63%

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT

60

Per cent of total tourist expenditure

50

40

30

20

10

Total 7.98%

Hotel/motel

Total 6.94%

Holiday resort

Total 22.95%

Relative or
friend's home

One night

2 - 3 nights

4 - 9 nights

10 nights or more

Cottage, cabin
or campsite

Total 3.42%

Other

Total 0.00%

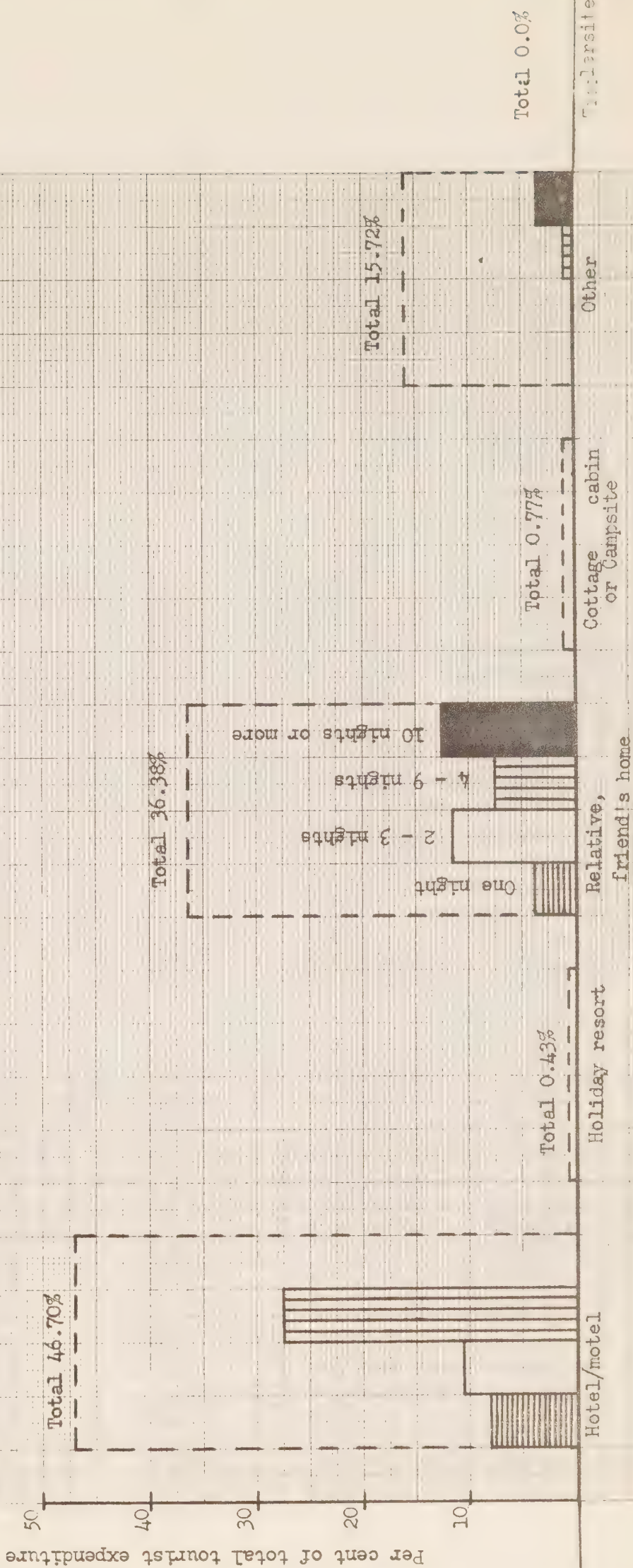
Trailersite

TOTAL TOURIST EXPENDITURE IN THE
SOUTHWESTERN ONTARIO REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT



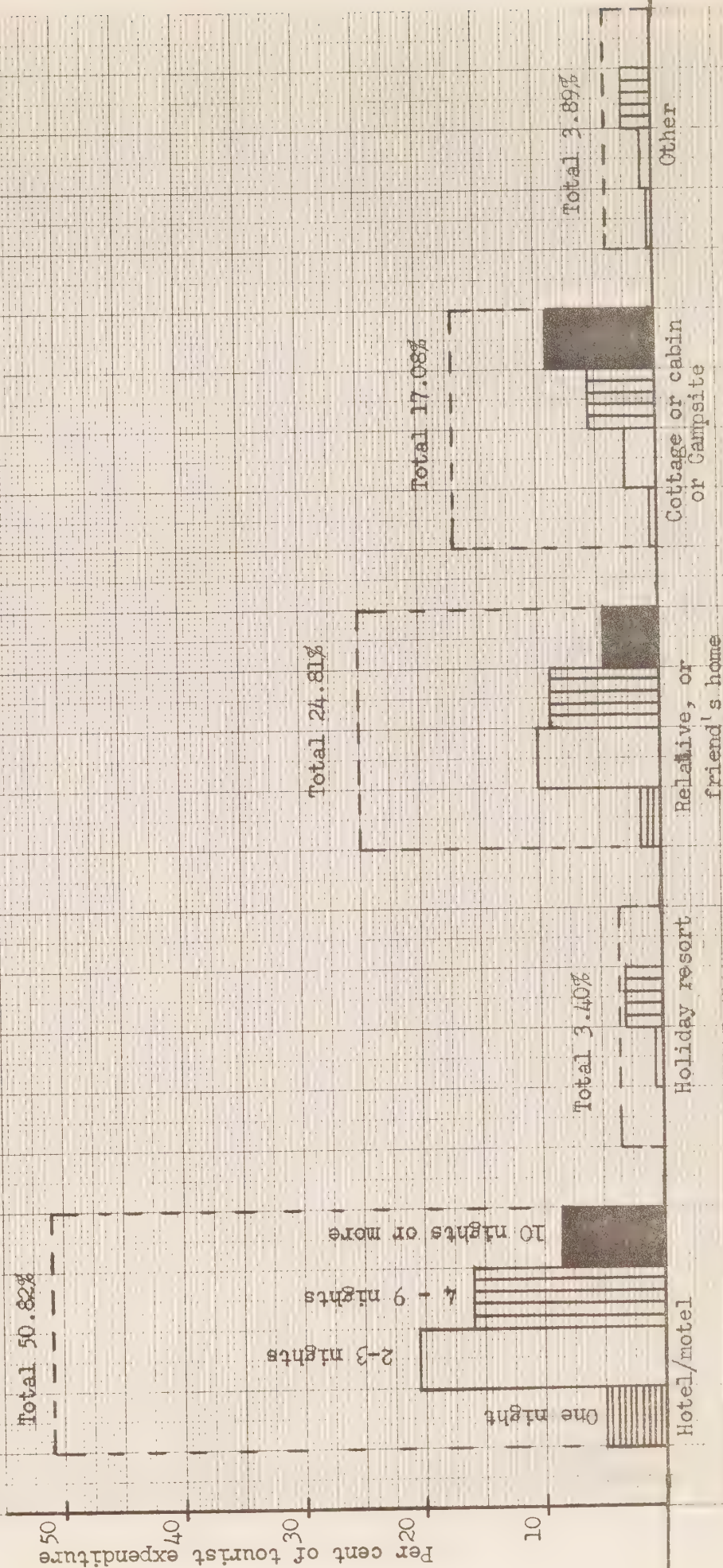
TOTAL TOURIST EXPENDITURE IN

THE EASTERN ONTARIO REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT



Total 50.82%

Total 3.40%

Relative, or friend's home

Cottage or cabin or Campsite

Other

TOTAL TOURIST EXPENDITURE IN

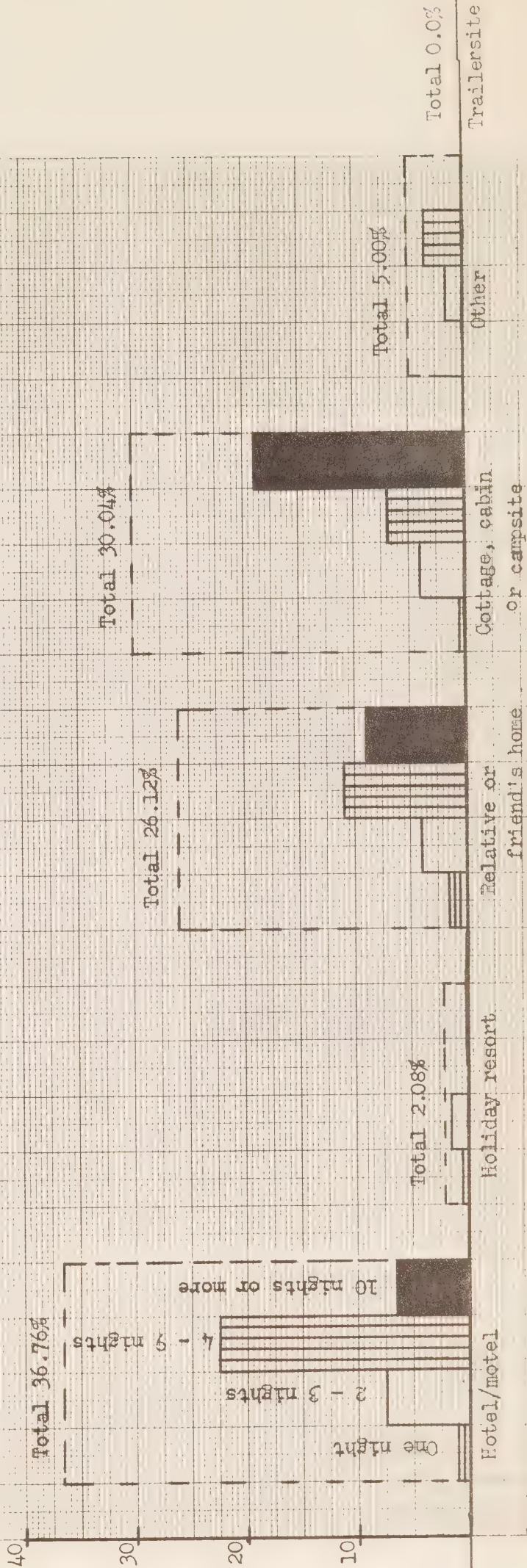
THE NORTHEASTERN REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT

Per cent of total tourist expenditure



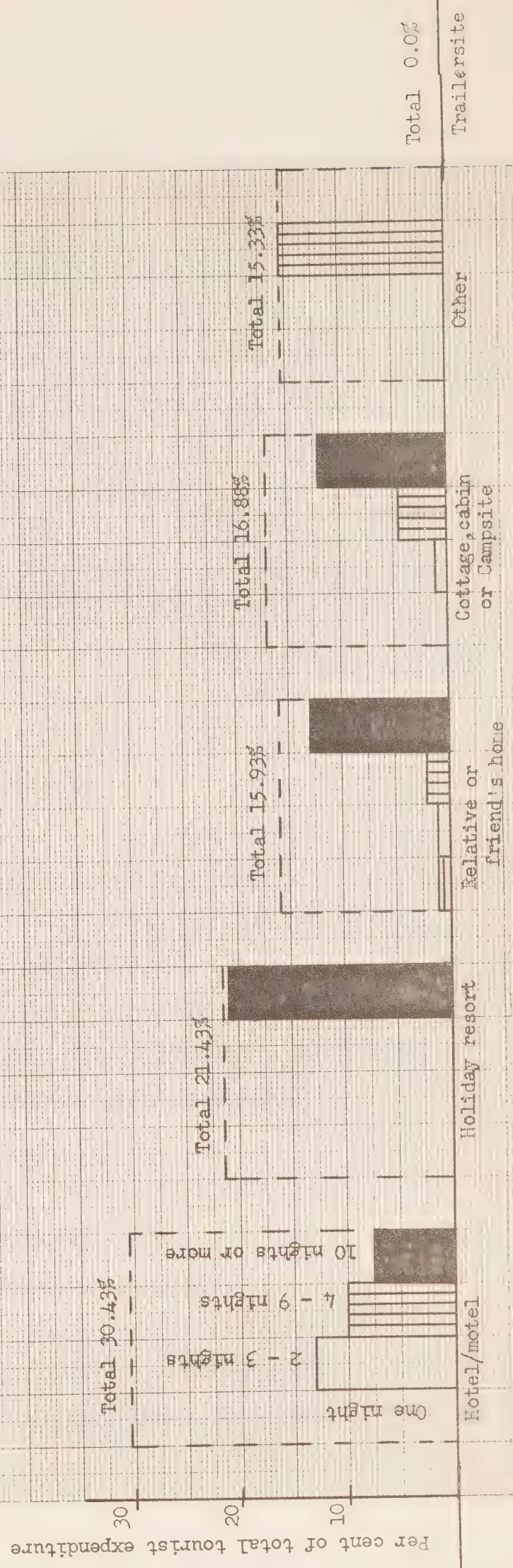
TOTAL TOURIST EXPENDITURE IN

THE NORTHWESTERN REGION

(APRIL 1964 TO APRIL 1965)

BY TYPE OF ACCOMMODATION AND LENGTH OF STAY

- EXPRESSED IN PER CENT



Regional Tourist Expenditure - Continued

Niagara - Iroquois Region

Results of calculations for this Region are shown in Graph No. 14. Here, it is interesting to note that hotels and motels represented 57.7 per cent of all tourist expenditure, and this then is typically a region in which commercial for-hire facilities are mainly used.

Huronian - Lake Simcoe Region

Graph No. 15 shows the results of calculations for this Region. Users of cottages, cabins and campsites represented 47.7 per cent of all tourist expenditure, typical of summer vacation locales.

Kawartha Lakes and Great Pine Ridge Regions

These two regions are shown in Graphs Nos. 16 and 17, and results are very similar to those of the Huronian - Lake Simcoe Region. Close to 50 per cent of the total tourist expenditure was made by respondents using cottage, cabin, and campsite, and more than 30 per cent by those using relative's or friend's homes.

Haliburton Highlands Region

Graph No. 18 shows results for this Region. The expenditure of those using cottage, cabin and campsites represents 74.8 per cent of the total tourist expenditure, compared with 3.20 per cent of expenditure made by those using hotels and motels.

Regional Tourist Expenditure - Continued

Grey - Bruce and Muskoka Regions

Graph No. 19 shows results of the analysis, which again are typical of summer vacation locales.

Southwestern and Eastern Ontario Regions

Graphs Nos. 20 and 21 show results for these two regions have similar economic patterns.

Northeastern Region

Graph No. 22 shows the results of analysis in this Region. It is interesting to note that here expenditure by those using hotel and motel amounted to 36.8 per cent of total tourist expenditure, and of those using cottage, cabin and campsite, 30 per cent, while those using relative's and friend's homes, was 26.1 per cent. There is a certain amount of balance between these three groups in this Region.

Northwestern Region

Graph No. 23 includes results of the analysis for the Northwestern Region. This is the only region where there is a certain similarity in magnitude between the five types of accommodation.

Tourist Expenditure in Ontario - Continued

All Regions

Percentages for all different types of accommodation in all regions or combination of regions are summarized in Table XVI.

In Appendix Table A-4, total expenditures of Metropolitan Toronto households in each of the tourist regions or combinations thereof, in Ontario, are shown.

Applying the percentages included in Table XVI to Table A-4, Table XVII was derived, and the total expenditure in Ontario by Metropolitan Toronto households, per type of accommodation, was revealed as follows:

Average Total Tourist Expenditure - All Regions

Type of Accommodation	Per Cent
Hotel/motel	23.02%
Holiday resort	4.00
Cottage, cabin, campsite	31.55
Relative/friend's home	27.76
Trailersite	0.46
Other	13.21
	<u>100.00%</u>

Table XVIII summarizes the average length of stay by region and by type of accommodation.

Table XIX shows averages of total expenditure per party, per trip.

Table XX shows averages of total expenditure per party, per day.

TABLE 1
 METROPOLITAN LEADERSHIP CLUBS - MARCH 1964 TO MARCH 1965

Ontario tourist regions (and combinations thereof)	T Y P E		O F	A C C O M M O D A T I O N				TOTAL
	Hotel/ motel	Holiday resort		Relative/ friend's home	Cottage/cabin or campsite	Trailer- site	Other	
Metropolitan	3.67	1.76	5	35.02	5.77	0.45	53.33	100.00
Windsor-Troquois	57.71	2.31		21.84	0.97	-	17.37	100.00
Barrie - Lake Simcoe	8.28	2.44		29.65	47.69	2.22	9.74	100.00
Pasadena	3.48	3.45		37.80	46.15	-	9.12	100.00
Great Lakes	8.46	0.12		30.86	47.57	-	12.99	100.00
Haliburton	3.20	10.77		9.99	74.78	-	1.26	100.00
Kuskoka	7.98	6.94		22.95	58.63	0.08	3.42	100.00
Grey - Bruce	7.98	6.94		22.95	58.63	0.08	3.42	100.00
Southwestern Ontario	46.70	0.43		36.38	0.77	-	15.72	100.00
Eastern Ontario	50.92	3.40		24.81	17.08	-	3.89	100.00
Northeastern Ontario	36.76	2.08		26.12	30.04	-	5.00	100.00
Northwestern Ontario	30.43	21.43		15.93	16.93	-	15.33	100.00
Weighted Average for Ontario	23.02	4.00		27.76	31.55	0.46	13.21	100.00

TABLE VIII
TOURIST EXPENDITURE BY REGIONS AND TYPE OF ACCOMMODATION
BY TERRITORIES DURING HOUSEHOLDS - APRIL 1964 TO APRIL 1965

Ontario tourist regions (and combinations thereof)	T Y P E O F A C C O M M O D A T I O N					TOTAL	Per Cent
	Hotel/ motel	Holiday resort	Relative/ friends/home	Cottage/ Cabin/campsite	Trailer- site	Other	
Metropolitan	466,822	223,900	4,455,095	734,035	57,247	6,784,415	10.40
Niagara - Iroquois	4,628,100	185,252	1,751,476	61,751	-	1,393,001	6.56
Parade - Lake Huron	1,820,725	536,542	6,515,468	10,436,759	488,165	2,141,771	17.97
Parade - Lake Michigan	250,747	347,723	3,889,838	4,151,430	-	919,199	8.24
Great Pine Ridge	222,185	3,152	810,476	1,249,331	-	341,156	2.15
Haliburton	232,236	781,628	725,020	5,427,123	-	91,444	5.93
Manitoulin	938,530	916,222	2,699,177	6,095,545	9,469	408,290	9.61
Grey - Bruce	405,501	352,653	1,166,195	2,979,260	4,065	173,786	4.15
Southwestern Ontario	6,670,996	61,424	5,196,806	109,993	-	2,245,569	11.68
Eastern Ontario	7,961,234	532,629	3,886,624	2,675,676	-	609,390	12.81
Northwestern Ontario	3,231,375	192,842	2,295,079	2,641,150	-	438,524	7.19
Northwestern Ontario	1,233,000	868,327	645,471	683,964	-	621,159	3.31

TOTAL	\$28,161,524	4,892,294	33,957,718	38,595,525	558,886	16,162,644	122,328,591	100.00%
%	23.02	4.00	27.76	31.55	0.46	13.21	100.00%	

TABLE 1

PERCENTAGE OF TOURISTS IN EACH REGION, 1964

PERCENTAGE OF TOURISTS IN EACH REGION, 1964

Ontario tourist regions (and sub-regions thereof)	Hotel/motel	Holiday resort	C.F.	Relative/ friend's home	Cottage/cabin or campsite	Trailer-site	T O U R I S T	
							Other	TOTAL
Metropolitan	1.67	1.46		1.34	2.52	1.00	0.55	0.05
Niagara - Iroquois	6.43	1.00		0.53	2.00	-	0.50	2.00
Barrie - Lake Simcoe	3.4	2.55		1.00	3.34	1.00	0.51	2.10
Barrie	2.00	4.50		2.00	2.71	-	0.50	2.31
Great Lakes	5.00	0.50		1.52	2.32	-	0.50	1.75
Haliburton	0.64	20.14		2.44	4.30	-	3.50	4.65
Muskoka	2.18	3.03		3.09	5.00	3.00	1.30	3.00
Grey - Bruce	2.10	3.03		3.09	5.00	3.00	1.30	3.60
Southwestern Ontario	2.45	1.50		2.60	1.00	-	0.60	1.05
Eastern Ontario	2.03	5.40		3.00	6.50	-	0.05	3.00
Northwestern Ontario	4.50	2.33		4.00	5.71	-	1.00	4.64
Northwestern Ontario	4.14	0.00		7.30	7.70	-	0.00	4.50

TABLE XIV

TOTAL TOURIST EXPENDITURE IN DOLLARS, BY REGION AND TYPE OF ACCOMMODATION

BY MULTIPLE-TIME TOURIST HOUSEHOLDS - APRIL 1964 TO APRIL 1965

Ontario tourist regions (and combinations thereof)	T Y P E O F A C C O M M O D A T I O N						
	Hotel/ motel	Holiday resort	Relative/ friend's home	Cottage/cabin or campsite	Trailer- site	Other	
Metropolitan	\$ 19.14	\$ 8.50	\$ 8.84	\$ 21.65	\$ 7.50	\$ 5.43	
Algonquin - Ironopolis	102.14	55.00	13.68	27.50	-	8.51	
Parsonia - Lake Simcoe	55.99	31.13	19.60	40.89	22.42	11.65	
Barabaras	31.63	68.95	26.94	30.92	-	43.77	
Great Pine Ridge	65.00	2.50	17.18	21.13	-	8.45	
Haliburton	47.73	92.19	22.73	54.83	-	13.53	
Muskoka	54.69	36.27	32.42	69.90	12.50	16.25	
Grey - Bruce	54.69	36.27	32.42	69.90	12.50	16.25	
Southwestern Ontario	50.53	25.00	23.88	15.59	-	14.30	
Western Ontario	71.79	60.61	30.00	106.32	-	18.27	
Northeastern Ontario	87.32	54.17	36.94	59.21	-	44.10	
Northwestern Ontario	141.63	239.66	166.85	84.54	-	51.00	

TO OVER HOLIDAYS - APRIL 1964 TO APRIL 1965

Ontario tourist regions (and combinations thereof)	T H E I S			C P	A C O C K M C D			R	1963
	Total/ hotel	holiday resort	relative/ friendly to	Cottage/cabin or sea-side	Trailer-site				
Radio, Olitap	11.46	5.12	6.45	5.56	7.50		9.47		
Hiawatha - Tropics	15.76	55.00	5.41	13.75	-		17.12		
Wanda - Lake Umbagog	16.09	15.21	9.45	11.24	14.70		11.41		
Waggon	15.13	15.32	12.95	11.41	-		27.54		
Great Pine Ridge	13.00	5.00	9.95	9.11	-		17.00		
Waldurton	74.50	4.50	9.30	12.75	-		5.70		
Wanda	25.09	11.97	10.49	13.60	4.17		11.00		
Waggon - Bruce	25.09	11.97	10.49	13.90	4.17		11.60		
Waggon - Western Ontario	23.89	16.67	9.10	8.29	-		20.70		
Waggon - Ontario	25.30	11.04	12.69	17.03	-		1.00		
Waggon - Western Ontario	19.15	23.25	9.10	10.37	-		17.74		
Waggon - Ontario	24.20	4.91	12.70	10.00	-		12.00		

SOCIO-ECONOMIC ASPECTS OF
METROPOLITAN TORONTO HOUSEHOLDS AND THEIR TRAVEL HABITS

Selected statistics on the above subject are shown in Table XXI, in four categories, as follows:

1. Households taking no trips in the period April 1964 to April 1965
2. Households taking 1 to 4 non-business trips
3. Households taking 5 or more non-business trips
4. Averages

There is an interesting positive correlation between the number of trips and ownership of a detached house. The higher the number of trips, the higher the percentage of single detached house ownership.

Some correlation is also observed between:

- | | |
|--------------------------------|--|
| <u>the number of trips and</u> | - per cent of professional, technical, managerial, and executive occupations |
| | - education |
| | - income |
| | - ownership of two, or more cars |

Summarizing, it can be said that those who travelled most live mainly in single detached homes, are better educated, earn more than average incomes, and that car ownership is more intensive in this group.

TABLE XXI

SELECTED STATISTICS ON THE SOCIO-ECONOMIC ASPECT

OF METROPOLITAN TORONTO HOUSEHOLDS

AND THEIR TRAVEL HABITS

- APRIL 1964 TO APRIL 1965

	Households taking no trips in period Apr. '64 to '65	Households taking 1-4 non-business trips in period	Households taking 5 or more non- business trips	Average
<u>RESIDENCE</u>				
Own home:				
Single detached house	46.22%	57.81%	70.08%	56.38%
Single attached house	27.10	14.97	12.95	19.02
Pent Home	24.38	18.30	10.47	18.43
Did not state	2.30	8.92	6.50	6.17
	100.0%	100.0%	100.0%	100.0%
<u>OCCUPATION</u>				
Professional, technical, managerial, executive	12.23%	23.15%	25.78%	20.40%
Other	87.77	76.85	74.22	79.60
	100.0%	100.0%	100.0%	100.0%
<u>EDUCATION</u>				
Public or Grade School	32.28%	14.43%	17.70%	21.08%
Intermediate (Tech or High)	53.02	57.90	64.20	57.50
Completed University	7.28	15.57	10.93	12.12
Did not state	7.42	12.10	7.17	9.30
	100.0%	100.0%	100.0%	100.0%
<u>FAMILY INCOME</u>				
Under \$6,000	59.03%	40.20%	30.85%	45.10%
\$6,000 to \$9,999	16.72	27.93	42.70	27.23
\$10,000 or more	5.75	13.32	13.73	11.60
Did not state	18.50	18.55	12.72	16.07
	100.0%	100.0%	100.0%	100.0%
<u>CAR OWNERSHIP</u>				
Do not own car	24.12%	10.75%	3.73%	13.45%
Own one car	67.23	67.75	72.33	69.10
Own two or more cars	7.00	12.70	18.92	11.62
Did not state	1.65	8.80	5.02	5.23
	100.0%	100.0%	100.0%	100.0%
<u>FAMILY COMPOSITION</u>				
Children under 12 only	44.78%	42.25%	38.80%	42.00%
Teenagers only	8.17	14.45	9.23	11.97
Teenagers & children under 12	14.58	13.50	20.17	14.48
Families of adults only	30.50	29.63	25.05	25.80
Did not state	1.97	9.17	3.75	4.33
	100.0%	100.0%	100.0%	100.0%

Socio-Economic Aspects - continued

It was discovered that there is also a correlation between:

- the number of trips and - those respondents having recent model car
- those respondents having subscription to The Globe & Mail
 - those respondents having subscriptions to leading Canadian periodicals (except TV Guide - in this case, the correlation is negative)
 - those respondents having subscriptions to United States' periodicals
 - household possessions.

Those who travel more tend to own a recent model car, more frequently subscribe to the Globe & Mail, leading Canadian and U.S.A. periodicals, and own more possessions such as cottages, boats, television sets, cameras, etc.

For more detail, see Tables A-6, A-7, A-8, A-9, and A-10, of the Appendix.

APPENDIX

TABLE A-1: DESTINATION OF ALL TRIPS FROM METROPOLITAN TORONTO

HOUSEHOLDS - APRIL 1964 TO APRIL 1965

Destination	Business Trips	Non-Business Trips	Total	Per Cent
Metropolitan Region	410,388	1,496,609	1,906,997	28.72
Niagara-Iroquois	173,059	369,522	542,581	8.17
Huron-Lake Simcoe	87,004	918,394	1,005,398	15.14
Kawartha	43,567	390,885	434,452	6.54
Great Pine Ridge	19,478	166,038	185,516	2.80
Haliburton	6,477	168,065	174,542	2.63
Muskoka	16,249	248,860	265,109	3.99
Grey-Bruce	38,677	176,150	214,827	3.24
Southern Ontario	210,046	439,921	649,967	9.79
Eastern Ontario	138,347	237,300	375,647	5.66
Northern Ontario	26,819	159,183	186,002	2.80
Northwestern Ontario	14,252	20,489	34,741	0.52
<u>TOTAL ONTARIO</u>	1,184,363	4,791,416	5,975,779	90.00
British Columbia	7,661	11,664	19,325	0.29
Alberta	3,664	8,547	12,211	0.18
Saskatchewan	3,910	3,506	7,416	0.11
Manitoba	4,560	4,591	9,151	0.14
Prince Edward Island	2,190	7,011	9,201	0.14
New Brunswick	1,074	5,452	6,526	0.10
Nova Scotia	6,082	17,342	23,424	0.35
Newfoundland	4,339	6,375	10,714	0.16
Montreal	79,908	23,595	103,503	1.56
Quebec(excluding Montreal)	20,578	33,882	54,460	0.82
<u>TOTAL CANADA - OUTSIDE ONTARIO</u>	133,966	121,965	255,931	3.85
<u>TOTAL CANADA</u>	1,318,329	4,913,381	6,231,710	
New England	8,891	53,119	62,010	0.93
Mid-Atlantic (New York, etc.)	59,321	136,997	196,318	2.96
North Central (East)	24,563	26,184	50,747	0.76
South Atlantic	6,804	22,808	29,612	0.45
South Central (West)	-	-	-	
Mountain States	1,082	-	1,082	0.02
Pacific States	1,772	5,709	7,481	0.11
North Central (West)	2,197	2,845	5,042	0.08
South Central (East)	1,082	-	1,082	0.02
Non-Continental	-	2,864	2,864	0.04
<u>TOTAL U.S.A.</u>	105,712	250,526	356,238	5.37
Western Europe	9,015	18,085	27,100	0.41
Caribbean and Latin America	7,192	13,282	20,474	0.31
Far East (Australia)	2,858	-	2,858	0.04
Middle East	-	1,078	1,078	0.02
<u>TOTAL - OUTSIDE NORTH AMERICA</u>	19,065	32,445	51,510	0.78
<u>GRAND TOTAL</u>	<u>1,443,106</u>	<u>5,196,352</u>	<u>6,639,458</u>	<u>100.00</u>

TABLE A-2: DESTINATION OF ALL TRIPS FROM METROPOLITAN TORONTO HOUSEHOLDS - APRIL, 1964 TO APRIL, 1965

DESTINATION	APRIL - JUNE, 1964			JULY - SEPTEMBER, 1964			OCTOBER - DECEMBER, 1964			JANUARY - APRIL, 1965			GRAND TOTAL		
	Business	Non-Business	Total	Business	Non-Business	Total	Business	Non-Business	Total	Business	Non-Business	Total	Business	Non-Business	Total
TOTAL OTTAWA	380,439	1,279,748	1,760,187	796,623	1,689,661	2,486,284	298,898	1,070,977	1,369,875	208,403	651,010	859,413	1,184,363	4,791,416	5,975,779
Percentage	6.37	23.05	29.46	4.96	28.28	33.24	5.00	17.92	22.92	3.49	10.89	14.38	19.82	80.18	100.0
Canada - outside Ontario	41,323	25,221	66,544	15,709	61,506	77,215	31,206	18,191	49,397	45,734	17,047	62,781	133,966	121,965	255,931
U. S. A.	32,786	67,613	100,399	11,177	92,913	104,090	13,015	41,559	54,574	45,734	48,541	94,275	105,712	259,526	364,238
Western Europe	3,298	5,389	8,687	-	6,979	6,979	-	-	-	5,717	5,717	11,434	9,015	18,085	27,100
Caribbean and Latin America	-	3,423	3,423	1,743	1,743	3,486	2,588	2,888	5,476	2,859	5,716	8,575	7,192	13,282	20,474
Far East	-	-	-	-	-	-	-	-	-	2,858	-	2,858	2,858	-	2,858
Middle East	-	1,078	1,078	-	-	-	-	-	-	-	-	-	-	1,078	1,078
TOTAL - OUTSIDE OTTAWA	77,407	102,434	179,841	31,625	163,143	194,768	46,809	69,338	116,147	105,902	77,021	179,923	288,719	404,936	693,655
Percentage	11.67	15.43	27.10	4.77	24.58	29.35	7.05	9.39	16.44	15.50	11.61	27.11	38.99	61.01	100.0
GRAND TOTAL	457,846	1,482,182	1,940,028	828,248	1,852,804	2,681,052	345,707	1,140,915	1,486,622	314,305	728,111	1,042,416	1,443,106	5,196,352	6,699,458
Percentage	6.90	22.32	29.22	4.94	27.91	32.85	5.21	17.06	22.27	4.69	10.97	15.66	21.74	78.26	100.0

TABLE A-3: TRAVEL HABITS AND EXPENDITURE BY AREA OF DESTINATION - 1964

Area of Destination	EXPENDITURES BY AREA OF DESTINATION - 1964				WEIGHTED AVERAGE EXPENDITURE PER TRIP FOR THE FOUR SEASONS
	April - June, 1964	July - September, 1964	October - December, 1964	February - April, 1965	
Niagara-Iroquoia	\$13.03	\$11.78	\$24.18	\$8.71	\$14.02
Metropolitan Region	5.05	7.66	9.51	4.61	6.29
Huronia - Lake Simcoe	16.62	29.31	19.44	12.36	21.63
Kawartha	14.77	29.76	22.07	23.57	21.91
Great Pine Ridge	11.65	18.26	13.30	12.30	13.71
Muskoka	29.92	63.13	32.94	21.77	44.06
Haliburton	17.78	55.32	18.14	32.50	39.23
Central Region	22.00	31.76	21.15	12.86	24.04
Southern Ontario*	19.17	31.18	20.49	13.08	22.21
Eastern Ontario*	28.94	58.69	40.16	39.64	42.32
Northern Ontario*	47.21	50.62	26.25	100.00	47.66
Northwestern Region*	94.02	139.75	80.00	-	119.95
ONTARIO TOTAL	\$14.93	\$29.94	\$19.72	\$11.74	\$ 20.09
Canada outside Ontario	\$34.48	\$305.77	\$158.95	\$214.36	\$159.54
United States	131.48	148.16	72.57	243.27	148.24
Europe	971.44	755.75	-	1,351.25	1,010.00
Caribbean and Latin America	857.33	481.50	500.00	424.00	580.70
Far East	-	-	-	1,484.00	1,484.00
TOTAL COST OF TRAVEL	\$28.30	\$47.92	\$28.01	\$70.68	\$40.60

* Combination of tourist regions in Ontario
Source: McDorall Research Report - Table 19.

TABLE A-4: TRAVEL EXPENDITURES OF METROPOLITAN TORONTO
HOUSEHOLDS, BY DESTINATION, 1964-65

Destination	Business	Non-business	Total	%
Metropolitan Region	2,678,800	10,042,774	12,721,574	4.32
Niagara Iroquois	2,662,304	5,357,276	8,019,580	2.98
Huron-Lake Simcoe	1,722,590	20,266,840	21,989,430	8.16
Kawartha	861,473	9,217,464	10,078,937	3.74
Great Pine Ridge	238,808	2,387,492	2,626,300	0.97
Haliburton	291,719	6,965,734	7,257,453	2.69
Muskoka	619,709	11,141,412	11,761,121	4.36
Grey-Bruce	880,881	4,200,579	5,081,460	1.89
Southern Ontario	4,370,834	9,913,954	14,284,788	5.30
Eastern Ontario	5,476,792	10,188,761	15,665,553	5.81
Northern Ontario	1,046,862	7,743,612	8,790,474	3.26
Northwestern Ontario	<u>1,475,162</u>	<u>2,576,759</u>	<u>4,051,921</u>	<u>1.50</u>
<u>TOTAL ONTARIO</u>	22,325,934	100,002,657	122,328,591	45.38
Percentage	18.25	81.75	100.0	
Canada - outside Ontario	34,995,241	12,216,780	47,212,021	17.51
U. S. A.	18,481,376	37,467,105	55,948,481	20.76
Western Europe	10,928,905	18,234,565	29,163,470	10.82
Caribbean and Latin America	3,346,434	7,329,550	10,675,984	3.96
Far East	<u>4,241,272</u>	<u>-</u>	<u>4,241,272</u>	<u>1.57</u>
<u>TOTAL - OUTSIDE ONTARIO</u>	71,993,228	75,248,000	147,241,228	54.62
Percentage	48.89	51.11	100.0	
<u>GRAND TOTAL -</u>	94,319,162	175,250,657	269,569,819	100.0
Percentage	34.99	65.01	100.0	

TABLE A-5: TRAVEL EXPENDITURES OF METROPOLITAN TORONTO HOUSEHOLDS BY DESTINATIONS - 1964 - 1965

DESTINATION	APRIL - JUNE, 1964		JULY - SEPTEMBER, 1964		OCTOBER - DECEMBER, 1964		FEBRUARY - APRIL, 1965		GRAND TOTAL	
	Business	Non-Business	Business	Non-Business	Business	Non-Business	Business	Non-Business	Business	Non-Business
TOTAL ONTARIO	5,998,134	19,671,936	25,676,076	49.02	6,797,777	52,677,611	59,435,378	56.14	22,305,934	100,002,657
Percentage	4.90	16.08	20.98		5.53	43.06	48.59		18.25	81.75
Canada - outside Ontario	1,421,817	854,620	2,294,427	4.78	18,806,690	4,801,506	23,608,196	22.30	34,045,241	12,216,798
Percentage	4.27	6.38	13.18	25.12	2,100,464	13,765,990	15,866,454	14.59	18,440,877	3,407,131
Western Europe	3,203,809	5,235,096	8,438,899	15.12	-	5,274,379	5,274,379	4.98	10,928,905	18,234,565
Caribbean and Latin America	-	2,771,748	2,771,748	5.30	840,218	840,218	1,680,436	1.59	3,346,434	7,329,550
Far East	-	-	-		-	-	-		4,241,272	-
TOTAL - OUTSIDE ONTARIO	8,934,324	17,753,067	26,692,366	50.98	21,747,772	24,682,093	46,429,465	43.86	42,411,272	47,411,272
Percentage	6.07	12.06	18.13		14.77	16.76	31.53		71,993,228	75,248,000
GRAND TOTAL	14,937,463	37,425,003	52,368,466	100.00	28,505,109	77,359,734	105,864,843	100.00	94,319,162	175,250,657
Percentage	5.54	13.88	19.42		10.57	28.70	39.27		34.99	65.01

TABLE A-6: CAR OWNERSHIP BY YEAR, AND INTENSITY OF TRAVEL,
METROPOLITAN TORONTO HOUSEHOLDS -
APRIL 1964 TO APRIL 1965

Model Year of Newest Car Owned	When no trips were taken	When 1 to 4 <u>Non-Business</u> trips were taken	When 5 or more <u>Non-Business</u> trips were taken	Per Cent of all House- holds
1965	2.38%	3.73%	7.65%	3.45%
1964	11.20	14.32	17.30	13.88
1963	10.15	17.00	17.00	15.60
1962	10.97	11.68	12.30	10.95
1961	6.73	8.12	8.15	7.92
1960	8.00	6.75	6.18	7.43
1959 or earlier	47.72	35.60	27.40	37.77
Did not state	2.85	2.83	4.02	3.00
	100.00%	100.03%	100.00%	100.00%

TABLE A-7: DAILY NEWSPAPERS RECEIVED, AND INTENSITY OF TRAVEL,
METROPOLITAN TORONTO HOUSEHOLDS -
APRIL 1964 TO APRIL 1965

<u>DAILY NEWSPAPERS</u>	When no trips were taken	When 1 - 4 <u>Non-Business</u> trips were taken	When 5 or more <u>Non-</u> <u>Business</u> trips were taken	Per Cent of all house- holds sampled
Globe & Mail	12.18%	20.18%	28.90%	19.50%
Daily Star	55.57	49.77	58.65	53.33
The Telegram	27.35	34.43	32.03	31.62
Others	9.10	8.37	10.85	7.60
Received no daily news- papers/or did not state	13.95	14.85	10.37	11.73
	118.15%	127.60%	140.80%	123.78%

TABLE A-8:

CANADIAN PERIODICALS RECEIVED, AND INTENSITY OF TRAVEL,

METROPOLITAN TORONTO HOUSEHOLDS -

APRIL 1964 TO APRIL 1965

<u>CANADIAN PERIODICALS</u>	When no trips were taken	When 1 - 4 Non-Business trips were taken	When 5 or more Non-Business trips were taken	Per Cent of all households sampled
Time Magazine	8.70%	19.55%	18.95%	15.85%
Weekend Magazine	16.95	23.43	31.75	22.92
Star Weekly	33.38	30.72	39.70	34.45
The Standard	1.30	.43	.25	.60
T.V. Guide	38.50	30.72	31.20	36.10
Maclean's Magazine	13.35	23.00	29.53	20.50
Canadian Homes	5.07	5.15	6.67	6.12
Saturday Night	1.28	4.63	4.20	3.60
Chatelaine	15.57	27.15	27.75	23.18
Liberty	8.38	7.95	8.00	8.40
Reader's Digest	35.70	42.45	53.15	42.65
Received no Canadian Periodicals	17.80	7.12	5.73	10.10
Did not state	2.85	10.53	7.10	7.28
	198.83%	232.83%	263.98%	232.05%

TABLE A-9:

AMERICAN PERIODICALS RECEIVED, AND INTENSITY OF TRAVEL,

METROPOLITAN TORONTO HOUSEHOLDS -

APRIL 1964 TO APRIL 1965

<u>AMERICAN PERIODICALS</u>	When no trips were taken	When 1 - 4 <u>Non-Business</u> trips were taken	When 5 or more <u>Non-Business</u> trips were taken	Per Cent of all households sampled
Life	8.30%	10.45%	19.10%	11.05%
Look	2.45	3.53	6.55	3.85
Saturday Evening Post	2.08	5.00	3.33	3.55
McCall's	2.67	8.35	15.30	7.43
Ladies Home Journal	3.00	8.20	9.80	6.75
Newsweek	.78	1.25	1.40	1.15
U.S. News & World Report	-	.30	-	.12
Redbook	3.10	7.82	8.57	6.18
Parent's Magazine	1.55	2.63	2.08	2.25
Other Periodicals	22.55	41.30	56.50	37.85
No American Periodicals	69.30	41.52	29.70	48.82
Did not state	1.05	7.90	4.60	4.88
	116.83%	138.25%	156.93%	133.88%

TABLE A-10: POSSESSIONS, AND INTENSITY OF TRAVEL, OF
METROPOLITAN TORONTO HOUSEHOLDS
- APRIL 1964 TO APRIL 1965

<u>HOUSEHOLD POSSESSIONS</u>	When no trips were taken	When 1 to 4 <u>Non-Business</u> trips were taken	When 5 or more <u>Non-Business</u> trips were taken	Per Cent of all house- holds sampled
Sailboat	.40%	1.58%	2.78%	1.35%
Outboard motorboat	5.83	8.52	11.42	8.53
Inboard motorboat	.90	.70	.93	.82
Rowboat, canoe, etc.	1.62	6.38	11.02	5.70
Outboard motor	7.63	10.05	11.95	9.58
Television set	88.35	87.70	92.43	89.00
Radio - AM only	66.00	69.40	82.57	69.57
Radio - FM only	7.82	8.70	11.40	9.73
Radio - AM and FM	23.25	32.62	37.58	30.62
Hifi or Stereo	26.13	42.40	45.10	36.88
Still camera	63.42	78.28	87.60	74.90
Movie camera	17.78	22.50	24.05	21.78
Did not state	3.60	6.90	4.42	5.42
Home or cottage outside Metro	7.55	12.92	20.80	13.30
House or camping trailer outside Metro	.97	2.85	7.20	2.30
Did not state	2.53	9.83	6.60	6.67
	323.78%	401.33%	457.85%	386.15%

